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The Journal of the American Newspaper Publishers Association

English

Satellite Photos Offer Newspapers A New Look

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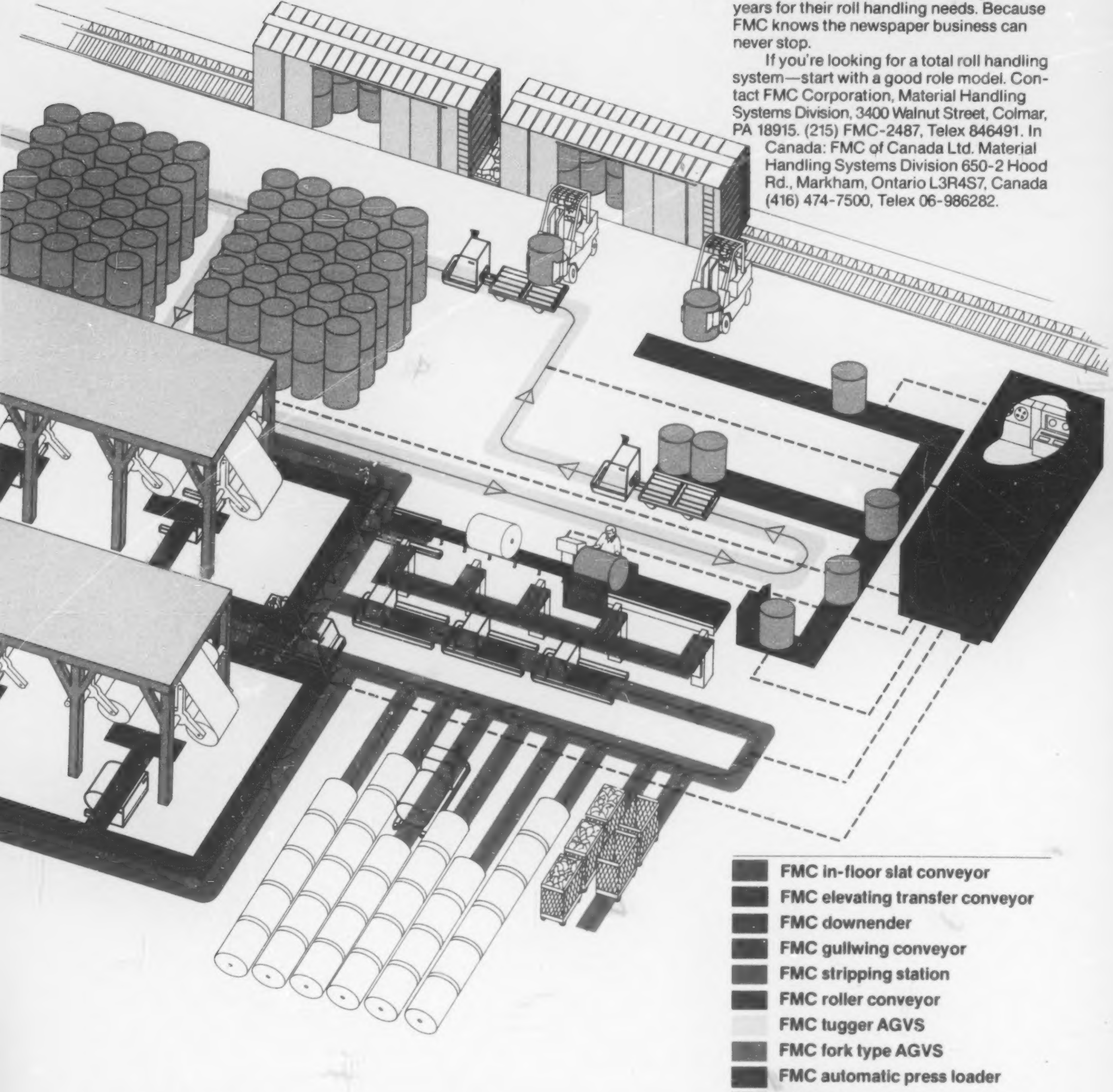

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Scripps Howard has joined the effort to change this picture – to open doors with programs and funds to tackle illiteracy. Already, the El Paso Herald-Post has launched a community literacy program designed to serve as a national model. The Scripps Howard National Spelling Bee annually attracts more than eight million youngsters to the joys of words and the world of ideas they represent. And now the Scripps Howard Foundation is offering grants to support community programs to combat illiteracy.

The problem of illiteracy is not new, but in the interest of an educated America, we must begin to shine light on solutions.

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NEWSPAPERS

LITERACY: WE OPEN DOORS TO A WIDER WORLD

presstime

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Special Report *Critics accuse newspapers of murder—of the English language. Others rise to newspapers' defense, saying their quality of writing was never better. Regardless of point of view, all can agree on this point: Newspapers face several problems that can make good writing elusive. Among them are tight deadlines, lean staffs, computer technology that can lead to sloppy work habits and less-than-ideal reporter-editor relationships. Management commitment is key to making improvements. And there are outside sources of help.* **24**

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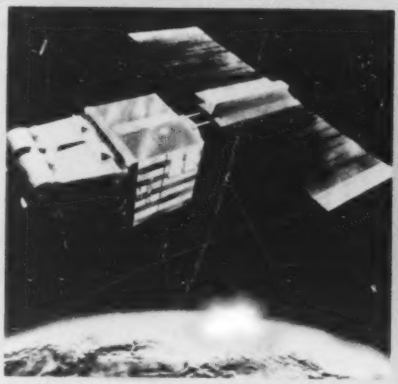

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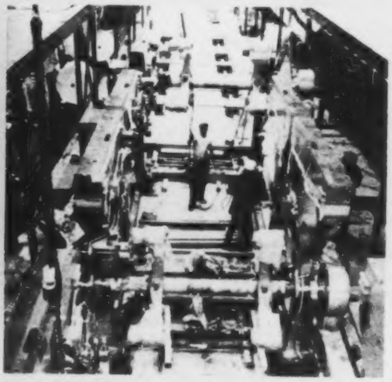

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CHAIRMAN'S CORNER

A quiet but effective effort on the tax revision front

As Congress prepares to vote on the House-Senate conference report on tax revision, it's appropriate for us to recall that ANPA has been very active in this area on behalf of our newspaper business. As is often the case in our government relations activities, our success shows not for what is *in* the new tax bill—but what is *not* in it.

We did not inject ourselves into the major, public-policy debates on which many member newspapers were editorializing. We targeted our resources on a few specifics that would have affected the newspaper business directly.

Alvah H. Chapman Jr.

The greatest threat to newspapers appeared on the Treasury Department's list of possible "revenue raisers." It was a suggestion that 20 percent of business expenses for advertising be denied as a tax deduction.

That could have drastically affected decisions by your advertisers on how much advertising to place because it could have meant a significant increase in the after-tax costs of every business person's advertising budget. And for many newspapers it might have resulted directly in reduced local display advertising linage—some guessed a reduction of 15 percent.

ANPA worked with other media, advertising and business organizations to oppose that unwise and unnecessary suggestion. The timing was fortuitous because the threat appeared just prior to our spring Government Affairs Committee meeting. Those who serve on that committee were quick to raise the issue with members of the Senate Finance Committee, including Chairman Bob Packwood.

The result of the expressions of concern by ANPA and others was that when Sen. Packwood put a draft bill before his committee it contained no reference to denying any portion of advertising expenses for business deductions. And neither did the final draft that emerged from the Senate Finance Committee.

But our work did not end there. Once suggested, these kinds of ideas do not die easily. Indeed, as the Senate prepared to act on the measure, at least one senator admitted he was considering a denial of advertising deductions among methods of raising revenue with which to pay for restoration of the tax deduction for popular Individual Retirement Accounts the Senate committee had pared back.

In a single day of phone calls to newspaper executives (something ANPA seldom does), we encouraged constituent contacts to some 70 U.S. senators alerting them to the situation and asking them to speak against this method of revenue raising if they felt that appropriate. Clearly, some of those senators contacted their colleague about his planned amendment; it never was offered.

I stress this one successful tax effort as an example of the kinds of detailed, painstaking, unending governmental relations activities ANPA carries on constantly on behalf of the newspaper business—activities which could not be successful without your specific assistance from time to time.

Alvah Chapman

Alvah H. Chapman Jr.
ANPA Chairman and President

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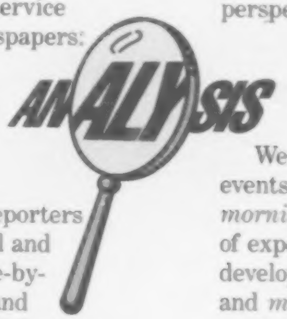

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PICTURES BY SATELLITE

Media are awakening to the potential of photographic coverage through 'remote sensing' technology

BY GENE GOLTZ
presstime staff writer

Taking pictures by satellite, called "remote sensing," is capable of adding a revolutionary dimension to newspaper graphics. But many newspapers haven't yet grasped the possibilities.

In addition, federal regulatory agencies are grappling with the problem of how to control news pictures taken from outer space. Under the "open skies" doctrine espoused by the United States and most major nations, there are no limitations on taking pictures from outer space. Space belongs to everyone and to no one.

Of more immediate concern is the fact that many newspaper editors are not yet fully aware of the present-day capabilities of satellite pictures. "Despite its significant promise for news coverage," says attorney Robert J. Aamoth, "remote sensing has remained a resource largely untapped by the press." Aamoth, a Washington lawyer, wrote a report on the commercial use of space for the nonprofit National Legal Center for the Public Interest.

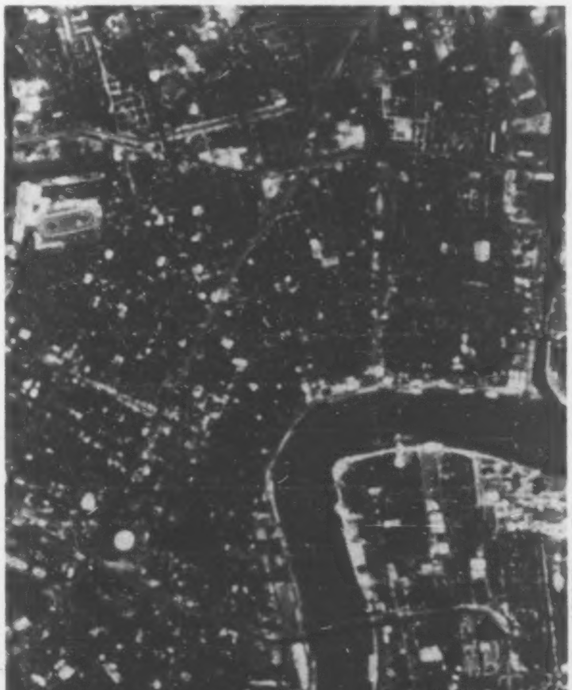
Day-to-day examples of missed photo opportunities are not hard to find. As one possible example, The Washington Post, in an exclusive story Aug. 1, quoted intelligence reports, military officials and analysts as saying that Cam Ranh Bay in Vietnam now contains the largest Soviet naval base outside the Soviet Union.

Post Reporter William Branigin quoted U. S. intelligence reports as saying the Soviets had 20 to 25 Navy vessels, surface-to-air missile batteries, 3,000-meter runways, a variety of aircraft and other installations at the base.

The story, obviously thoroughly researched, was accompanied by an artist's map of the Pacific Ocean and Far East with dots showing military bases.

But, assuming weather conditions were favorable, experts say, the story could have been accompanied by satellite pictures actually showing the Soviet ships, missile batteries and runways in detail.

"No problem at all," says Clark Nelson, publications editor for the European satellite operation SPOT. SPOT is an acronym for Systeme Probatoire d'Observation de la Terre. The company, owned by government and private interests in France, Belgium and Sweden, launched its satellite Feb. 21, and access—for a price, of course—is available to all. The U. S. commercial office of SPOT is the SPOT Image Corp. of Reston, Va.



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New Orleans Superdome (arrow) visible in SPOT picture.

Paul Stares, a military space-system expert at the Brookings Institution, says the SPOT satellite could provide a picture with identifiable Soviet military installations. "I would definitely caveat it had to be a clear day. Other than that, with the capabilities of SPOT, it would be no problem."

In fact, The New York Times demonstrated the point when on Aug. 25 it published two SPOT satellite pictures of construction activity at a Russian space center in central Asia. In an accompanying news story, experts said the pictures were proof that the Soviets were beefing up their Baikonur space center, possibly to launch a space shuttle.

The pictures were part of a package made public by the Space Media Network, a Swedish concern that sells satellite images to the news media. A SPOT satellite took the pictures May 19, the Times said.

Edwin L. Heminger, editor and publisher of The Courier, Findlay, Ohio, addressing the International Federation of Newspaper Publishers in May on media access to space, spelled out some of the possibilities for the media of such remote sensing devices.

"It may be that the public no longer will have to settle for officials' accounts . . . be they accounts of military strength or activity, or of population movement, or agriculture forecasts," he told the gathering in Lisbon, Portugal.

> *"It may be that the public no longer will have to settle for officials' accounts . . . be they accounts of military strength or activity, or of population movement, or agriculture forecasts."*

Heminger, a member of the ANPA Board of Directors, added: "A close look could reveal the locations of . . . ports and military bases."

But access to satellite pictures is new, and indications are that newspaper editors haven't quite grasped the possibilities—or are not convinced the pictures would be clear enough to warrant their use.

Even though The Washington Post apparently did not seriously consider ordering up a SPOT picture for its Cam Ranh Bay story, the assistant editor for foreign news, Virginia Hamill, notes, "I think there's an awareness of it since the Chernobyl incident."

That incident was the April 26 explosion and meltdown at a Soviet nuclear plant near the city of Chernobyl.

Three days after the explosion, and only 36 hours after the accident became known to the Western world, 60 couriers and a host of newspaper and broadcast reporters were standing outside the Lanham, Md., office of Earth Observation Satellite Co., waiting for copies of a space-generated photographic image of Chernobyl. EOSAT, a private venture jointly owned by Hughes Aircraft Co. and RCA Corp., has operated NASA's Landsat satellites since 1972 and currently has two such devices in orbit.

"We were mobbed," recalls EOSAT spokeswoman Deborah Williams. She says that when the Chernobyl disaster became public knowledge, the media began to call EOSAT asking whether its satellites had any images of the site. As a matter of fact, the Landsat satellite, in its routine orbit, had passed over the site shortly after the explosion.

Realizing the potential for instant worldwide publicity for its commercially oriented satellite operation, EOSAT suspended much of its normal contract operations for clients such as geologists, geophysicists and agriculturalists and spent the next 36 hours processing the Chernobyl picture for the news media.

Landsat had a Chernobyl picture available for the news media April 29. SPOT, which made a pass over Chernobyl at a later date, made one available, with better detail, May 6.

Some photo editors felt the "pictures" weren't all that great for news-media use.

"With the naked eye, we didn't know what we were looking at," said Ken Paik, who at the time was photo editor for The Baltimore Sun and now is assistant managing editor for The Evening Sun. "We had to use experts and cutlines to explain what the blurred images were." Paik said he was referring to the Landsat images.

Hank Wilson, photo editor at The Charlotte (N.C.) Observer, agrees. "The Chernobyl pictures (furnished by Landsat) weren't any good," Wilson says.

But what about SPOT, the European company's satellite with resolution several times greater than Landsat's? Neither Wilson nor Paik was familiar with it.

"The media's relative indifference to remote sensing," says attorney Aamoth, "is a direct result of Landsat's limitations."

HOW THEY WORK. Satellites obtain their images from sensors that record land-surface electromagnetic waves. The result is an image of terrain in varying colors, or, in a black-and-white picture, an image of varying shades.

In Landsat's Chernobyl shot, the reactor's coolant pond was clearly visible, but the damaged reactor itself was a tiny blurred image hardly the diameter of a pencil eraser. Experts could and did point out indications in the picture of damage

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A newspaper could order a satellite image of, for example, the Soviet military buildup at Cam Ranh Bay. But it would have to be reconciled to a delay of several weeks.

to the plant. But the average reader could not have even located the plant itself without cutlines telling what to look for and arrows pointing to it, devices which were liberally used by papers that ran a Chernobyl picture.

The reason for this is because the two Landsat satellites have a resolution of 30 meters, meaning a football field would be hardly more than a small dot in a picture.

SPOT, on the other hand, has a resolution of 10 meters, meaning the smallest discernible object in its photographic image is 10 meters square. With a SPOT image, one can easily make out the New Orleans Superdome in a picture of that city, or the Capitol and White House in a picture of Washington, D.C.

The top-secret U.S. and Soviet military satellites combing the earth's surface have much sharper capabilities than even SPOT. Stares of the Brookings Institution says he is reasonably sure both countries have satellites that can pick out objects with a resolution of one foot. This would mean, for instance, that the make of an automobile could easily be ascertained in a satellite image, Stares said. And it may mean an individual could be identified.

Furthermore, says Stares: "I am reasonably sure this technology will be available on a commercial basis by the 1990s."

It must be recognized, however, that currently Landsat and SPOT aren't exactly the corner drugstore where you deposit your film and pick it up the same day. Both have advance schedules and usually require lead times of at least 30 days to get a desired shot. That is partly because orbital patterns can limit photo opportunities. Additional weeks might be required to process the picture.

SPOT repeats its identical orbit 517 miles above the earth once every 26 days. The orbit is a solar one and is synchronized with the sun, so the satellite is always in the daylight. It doesn't take 26 days to visit the same *approximate* location, though, because as the earth rotates the SPOT satellite visits the same general area on earth every three days. Because it has two moving cameras, SPOT can take a picture of the approximate same locale about twice a week.

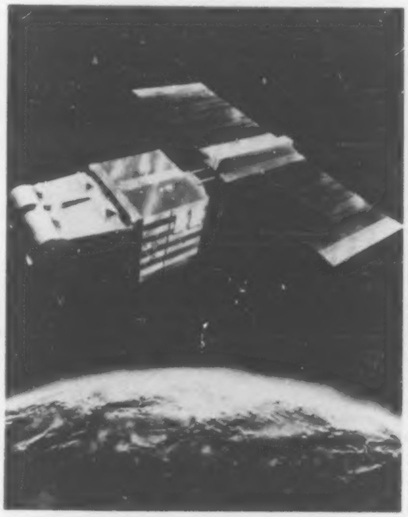
Landsat, with a fixed camera and an orbit about 400 miles above the earth, requires about two weeks to pass over the same location.

This means a newspaper could indeed order a satellite image of, for example, the Soviet military buildup at Cam Ranh Bay. But it would have to be reconciled to a delay of several weeks because both SPOT and Landsat have a backlog of commercial orders, and it is not practical to disrupt their entire programming for a specific news picture.

Further, the cost may be prohibitive for some.

SPOT pictures start at $155 and Landsat's at $50, but that doesn't get you much. The lowest prices are for lower-quality, black-and-white prints. Depending on a customer's specific needs, with complex computer enhancement and detailed state-of-the-art color, the cost of a picture from either system could escalate to $3,000 or more.

In August presstime asked SPOT if it could furnish a top-quality picture of Cam Ranh Bay. Although SPOT had pictures on file of the Cam Ranh Bay area, the company had never concentrated specifically on the bay and military operations. SPOT agreed to have its satellite take a look at such operations on its next pass over the area.



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Artist's rendition of SPOT satellite at work

The word came back that cloud cover had obscured the view. And the monsoon season is now in full force in the Viet Nam area, so the Soviet military activity at Cam Ranh Bay is reasonably safe from prying satellites for now. Even had SPOT been able to obtain a good picture, to enhance it to the best quality would have cost approximately $3,400, SPOT spokesman Nelson said.

Prices are expected to drop as more satellites take to the skies. Among those planning remote-sensing systems are Germany, Japan, the European Space Agency, India, China, Canada, Brazil and Indonesia. Many of these should be in place within the next 10 years. And the quality may be startling. "The Europeans are said to be exploring the possibility of a one-meter camera," said Aamoth.

CONTROVERSY LOOMS. As public-access satellite photography proves itself and comes into greater demand, it is expected the debate over its uses will escalate.

Heminger of The Courier wonders, "What restrictions might be encountered on the use of these photos by the press? Will governments object? Without a doubt, this technology will produce a number of controversies."

The U.S. departments of Commerce and Transportation already have published proposed rules affecting the news media's role in space. On March 23, the National Oceanic and Atmospheric Administration, a unit of the Commerce Department, published rules authorizing search and seizures of organizations including news media if NOAA thinks national security or foreign policy are affected.

The rules are based on the Land Remote-Sensing Commercialization Act of 1984. The act was passed to define the conditions under which private commercial satellite firms can operate.

The act also gives NOAA authority to deny, revoke, suspend or terminate a license to operate a satellite, and to assess a fine of $10,000 a day, for violations.

The Department of Transportation also has partial jurisdiction. Approval of DOT is needed for the actual launch of a satellite. DOT said in proposed rules that it will take into account First Amendment concerns. It would not halt a launch by private organizations unless the launch would threaten "distinct U. S. national security or foreign policy interests" or would be "inconsistent with international obligations of the United States," it said.

In order to track the government's regulatory efforts, a news media task force was organized by the Radio-Television News Directors Association. It includes ANPA, the American Society of Newspaper Editors, the Society of Professional Journalists, Sigma Delta Chi, and various broadcasting associations.

In comments on the Commerce Department's proposal, the task force said May 23 that the proposed rules would violate the media's First Amendment rights because the rules are vague in defining national security and international obligations.

In separate comments May 30, ANPA Vice President/General Counsel W. Terry Maguire told NOAA that no greater restrictions should be applied to remote-sensing images than are applied to cameras on earth.

Maguire also said the government should take into account existing legal safeguards before adopting regulations dealing with search and seizure.

On Aug. 13, NOAA, responding to the news media task force, said it would recognize the First Amendment rights of all remote-sensing applicants. Remote-sensing rule-making for the news media could be years ahead of its time, however. It appears to be aimed at the distant future when news organizations might band together and launch their own satellite to obtain pictures from space.

CIA director William Casey told ASNE in April that he expects the media eventually will launch their own satellite. When the time comes, says Casey, "We will try to live with it and do what we can to protect our interests."

In the forefront of the movement to make sure no abridgment of the First Amendment takes place when the media finally have their own eye in the sky is Mark Brender, an assignment editor for ABC News and founder and chairman of the media task force on the subject.

> *Estimates of the cost for the news media to launch their own satellite start at* $300 *million. But* Williams *of* EOSAT *points out there are many more costs involved than just the launch.*

Brender is also the foremost enthusiast for the news media's own satellite. "I've been trying to get people to talk about this for two years," he says.

Estimates of the cost for the news media to launch their own satellite start at $300 million. But Williams of EOSAT points out there are many more costs involved than just the launch. Sophisticated equipment is needed around the earth to track the satellite, and another batch of computers, equipment and manpower is needed to process the sensory images at home base.

Further, assuming the news media wanted a reasonable crack at getting pictures in a short time, several satellites would have to be in operation at once, crisscrossing the earth. Williams estimates the cost of a news media satellite system could be upwards of $500 million.

Nonetheless, many observers say eventually such a system will be feasible. Of more immediate import is the fact that remote-sensing images are here now. And in a few years the quality of satellite pictures will be so much improved, according to observers like Aamoth and Stares, that newspapers will not be able to ignore them. ☐

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GRAPHICS

BY LOUIS MINTZ

Liberty Weekend is two days away, and Dennis Haas is putting the finishing touches on a graphic slugged "Statue:Logo." Satisfied, the graphics systems coordinator at the Akron Beacon Journal sends his work by electronic mail to the National Press Building in Washington, D.C. There, minutes later, Roger Fidler inspects the design, makes a few changes and puts it on the "bulletin board."

But this is no ordinary bulletin board. There is no cork. No pins. No paper. You don't even have to be in the same room with Fidler to see what Haas has designed.

In fact, once on the bulletin board, Haas' handiwork can be seen by graphics personnel in newsrooms around the country. It can be customized immediately to meet a newspaper's special needs. Moreover, Haas need not be inconvenienced by future requests for this particular creative effort, because anyone wanting "Statue:Logo" can find the original on the bulletin board.

All of this is possible because Knight-Ridder Inc. has developed a telecommunications capability that no other newspaper publishing company has . . . yet.

It's a communications network and database called PressLink. Just a vision a year and a half ago, PressLink now is providing each of the group's 28 newspapers with access to the Knight-Ridder Graphics Network headquartered in Washington, D.C. PressLink also has electronic mail capability, and Knight-Ridder is using it to provide technical and graphics-related information to its newspapers.

The excitement surrounding the Macintosh-based network stems from its ability to deliver timely, inexpensive, camera-ready graphics. Artists can retrieve graphics—stored in digital form—from numerous databases, alter and update them as desired, and produce graphics ready for paste-up in less than an hour. This allows Knight-Ridder's graphics staff in Washington and artists at the group's newspapers to respond more quickly to late-breaking stories.

Industry observers believe that PressLink and similar networks will someday be a fixture at most newspapers. In fact, efforts to develop computer graphics networks are already under way at some of the nation's leading media organizations, including Gannett Co., the Associated Press and United Press International.

DEMAND AND DELIVERY. Top executives in the newspaper industry view the rise of networks as the next stage in the rapid evolution of informational graphics. This follows a period of rapid expansion in services provided by syndicates, wire services and other sources [presstime, Aug. 1985, p. 26].

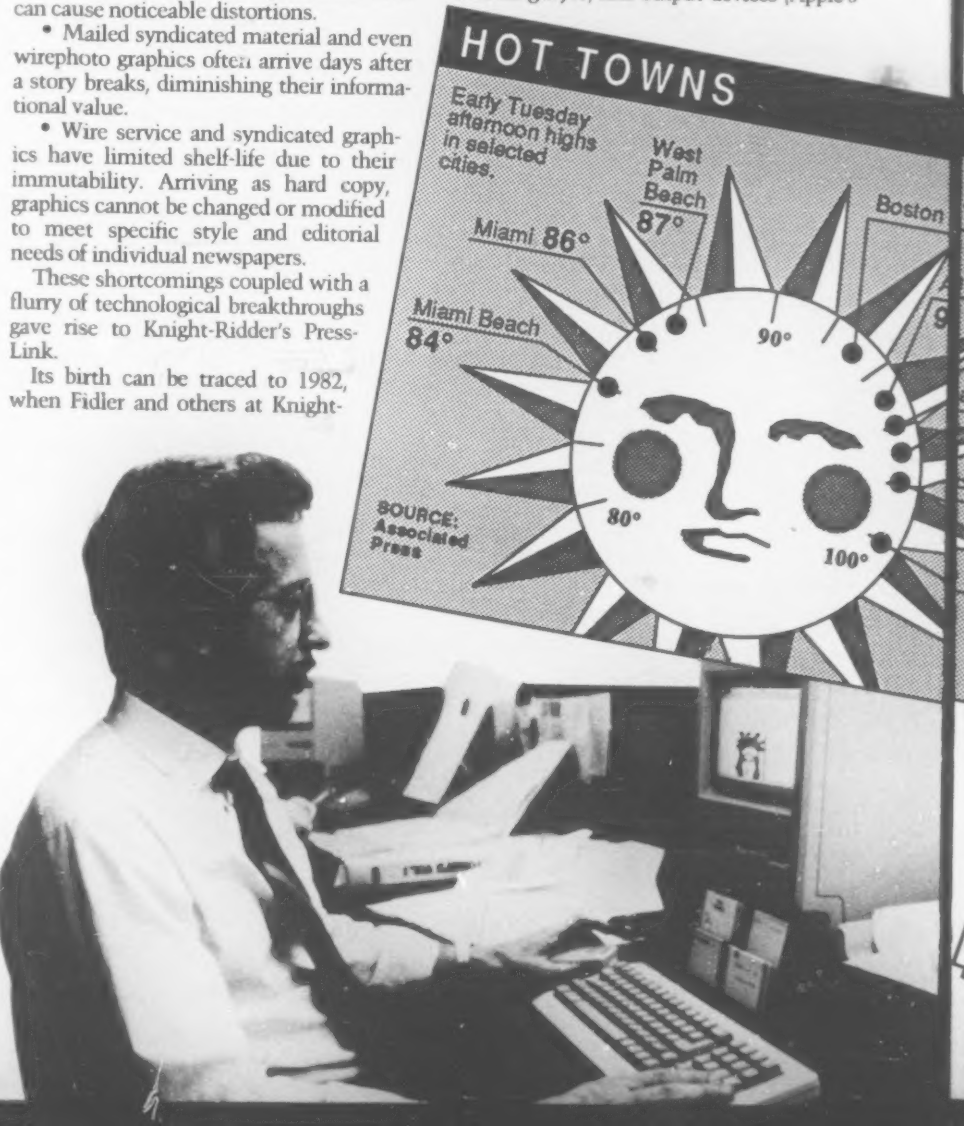
As demand has continued to grow, the limitations of the delivery systems for these services has become increasingly apparent. For example:

- Graphics sent over continuous-tone photo wires tend to lose clarity and sharpness when reproduced. Furthermore, small disturbances during transmission can cause noticeable distortions.
- Mailed syndicated material and even wirephoto graphics often arrive days after a story breaks, diminishing their informational value.
- Wire service and syndicated graphics have limited shelf-life due to their immutability. Arriving as hard copy, graphics cannot be changed or modified to meet specific style and editorial needs of individual newspapers.

These shortcomings coupled with a flurry of technological breakthroughs gave rise to Knight-Ridder's PressLink.

Its birth can be traced to 1982, when Fidler and others at Knight-Ridder began toying with the idea of developing a graphics-transmission network. At that time, however, the computer memory required to accommodate complex graphics carried a high price tag. And there was no suitable software to link personal computers, according to Fidler, the company's director of graphics and newsroom technology.

In 1983, Apple Computer Inc. introduced the affordable Macintosh personal computer, and Fidler says subsequent enhancements to its memory (now up to one megabyte) and output devices (Apple's



Mintz, a Duke University senior, was a 1986 summer intern at presstime.

NETWORKS

Knight-Ridder Inc. has developed a telecommunications capability that no one else has—yet

plain-paper LaserWriter can yield camera-ready graphics) made a Macintosh-based system the obvious choice for the network [**presstime**, April 1986, p. 23]. Thus, by January 1985, he had the computer equipment needed to generate and reproduce high-resolution graphics.

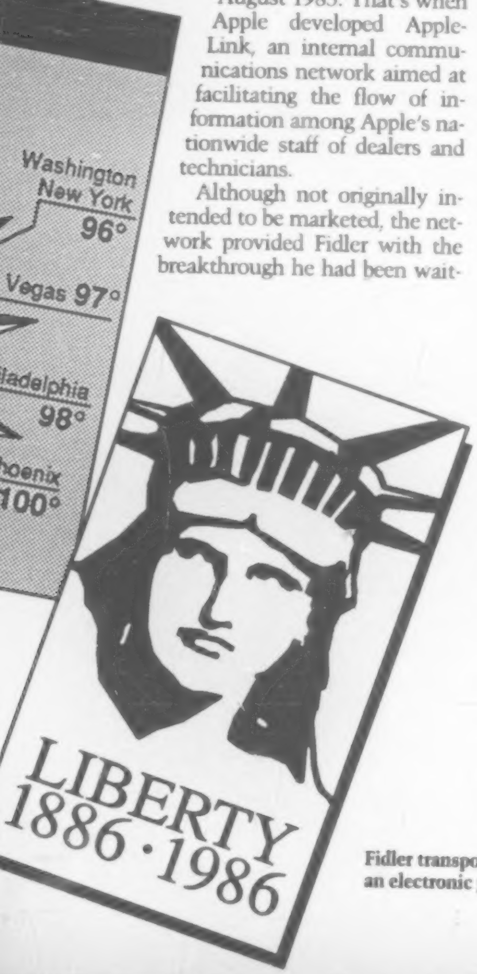
Network development stalled, however, because no software had yet been developed that could link several Macs and LaserWriters. This obstacle was overcome several months later when Apple introduced AppleTalk, a software package that made possible the formation of local communications networks.

The ability to link terminals and printers at a multitude of sites—the network capability Fidler wanted—came along in August 1985. That's when Apple developed AppleLink, an internal communications network aimed at facilitating the flow of information among Apple's nationwide staff of dealers and technicians.

Although not originally intended to be marketed, the network provided Fidler with the breakthrough he had been waiting for. "It was obvious that AppleLink had potential far beyond the dealers," says Fidler, who developed PressLink after working for two months with Apple and General Electric Information Services Co. executives. PressLink is believed to be the first outside application of AppleLink.

Testing of the PressLink network began last October, and the network started operating in March.

All but one of the group's newspapers were on-line in late August, and success within Knight-Ridder has prompted management to begin marketing the network and graphics service outside of the group.



Fidler transposes the facial features of the Liberty graphic on an electronic graphic showing "Ol' Sol."

DIVERSE OFFERINGS. Knight-Ridder currently manages five graphics and informational databases—"bulletin boards"—on the PressLink network. They are:

- Today's Graphics, providing timely graphics for breaking news and stories carried on the KNT News Wire, Knight-Ridder's supplemental wire service. Graphics are created by KRGN staff artists in Washington and by newsroom artists at the group's newspapers around the country.
- Knight-Ridder Graphics, the main storage database. Graphics can be pulled out of this archive and be easily updated or modified.
- Knight-Ridder Maps, featuring hundreds of base maps used to construct locator graphics for breaking news stories in minutes.
- PressLink News, an informational bulletin board that provides subscribers with tips on how to get the most out of PressLink and applications software.
- Training, which supplies current information about a number of regional Macintosh seminars offered by the Knight-Ridder Institute of Training.

"The network has proved to be a godsend for us," says James A. Chapman, assistant to the editor at Knight-Ridder's Macon (Ga.) Telegraph and News. "We've been able to do things we never would have been able to do otherwise."

Good, timely artwork was hard to come by prior to PressLink, he explains, but now the paper uses an average of two graphics a day. Between 80 and 90 percent of them appear on the front page, and half run in color.

Most of the work the Macon daily uses is generated by the parent company's graphics staff in Washington but adapted by the newspaper staff for a local angle.

Chapman believes PressLink's value will grow once more graphics are produced locally by the various subscribers.

C.D. Schmidt, graphics editor at the News-Tribune and Herald in Duluth, Minn., agrees. "The network's impact will increase when more local stuff is produced," he says.

Still, Schmidt believes PressLink has enabled his Knight-Ridder paper "to use a lot of things we could not have used before, especially locator maps. My editor loves those things because this paper covers a huge geographic area, and maps are used a lot."

Schmidt points out that the News-Tribune and Herald used few graphics before the network was started. "We had no newsroom artist, and AP's stuff was not reproducible" in the Duluth daily's opinion. He adds, "We have four or five artists in our advertising department and could occasionally get some work out of them, but it would take two or three days. With the network, the base maps are already in the database and are available in only 15 to 20 minutes."

RIVALS IN THE WINGS? Knight-Ridder may be the first to roll out such a network, but it will not be the last.

Gannett, with Macintosh computers in place at all of its 92 daily newspapers, has been working on a network and database for the last year and expects it to be operational "sometime in the foreseeable future," according to Richard Curtis, managing editor/graphics and photography at USA Today. Although Gannett did not have a network in mind when it chose the Macintosh for graphics in 1984, enhancements to the Mac have made a linkup desirable, he notes.

Unlike Knight-Ridder, however, Gannett has no plans to market its network outside of the group. "It's only for an in-house pooling of resources," says Curtis.

The Associated Press since January also has been exploring a number of network alternatives, but Graphics Director Donald C. DeMaio says that "despite our commitment, I have to say there are still a lot of unanswered questions. Our R&D department is exploring all of the hardware and software options and later this year will make some recommendations."

DeMaio views Knight-Ridder's progress as "very positive." Yet a two-way dial-up network like PressLink fails to meet all of AP's needs, he says.

"Two-way communications are fine for networks dealing with a small number of papers," he explains. "But for our needs—that is, simultaneous transmissions to thousands of members—a call-in system is not manageable." AP is primarily concerned with developing a one-way transmission network that utilizes existing satellite technology.

Another hurdle for AP is the lack of compatible equipment. DeMaio points out that while all of Knight-Ridder's newspapers have at least one Macintosh, many of AP's members lack this crucial common denominator.

"It's all very exciting," he says. "We have no precise answers . . . but we are committed to the R&D process."

Similar efforts are "currently at the talking stage" at United Press International, says Graphics Director Joseph Scopin. "Given our situation during the past year, we have not gotten real far," he says, referring to the wire service's period in bankruptcy, which ended June 10. "But the new ownership seems interested. It is really just a matter of time and research."

The expansion planned for PressLink to non-Knight-Ridder newspapers initially will be targeted at the 107 subscribers to the KNT News Wire. Testing at some of those newspapers will begin this month. If the test is successful, Fidler believes PressLink could be made available soon to any newspaper wanting the service and to other segments of the publishing industry.

Prices have not been determined, but Fidler estimates a fee of 50 cents per minute of connect time for access to the two informational bulletin boards and for electronic mail. Access to the graphics bulletin boards would be sold separately for between $25 and $100 weekly, depending on the nature of the material.

Of course, to retrieve both graphics and text, users need a Macintosh Plus computer, a LaserWriter Plus printer and at least a 1200-baud modem. If a newspaper wants to alter graphics locally, a 20-megabyte hard disk is also recommended. A number of software packages are also essential.

FUTURE USES. Fidler emphasizes that his group is still deciding what else to do with the technology, which he says is "still an innovation at this stage and is not yet clearly understood as a larger vision."

Perhaps a glimpse into PressLink's potential is provided by Multi-Ad Services of Peoria, Ill. The firm, which supplies newspapers with co-op advertising information, on Aug. 7 became the first non-newspaper entity to manage its own PressLink bulletin board.

"It looks to be a big timesaver," says Rob Jennings, Multi-Ad microcomputer manager. "Now we won't have 300 papers trying to call us at once or have to send information to each individual customer."

Fidler says the PressLink network will eventually be available for users with IBM and IBM-compatible personal computers. Like Multi-Ad's users, however, these users will not have access to the graphics service.

Kathleen Criner, ANPA director/telecommunications affairs, thinks there is a future for this kind of electronic-messaging use. PressLink, she says, is the "foundation for a very sophisticated type of communications network which could be used to communicate more effectively with customers, with advertisers and within the newspaper."

Others see the network as yet another stage of the visual revolution in newspapers.

"I think you have to look at what happened to text processing and use that as a guide to what is happening to image processing," says Robert Susskind, programmer/analyst in ANPA's Technical Research Department. "The generation of text processing that we are looking at now is fully developed, and that evolved over a 10-year span going from electric typewriters to terminal-based computers."

Susskind thus views graphics networks as yet another progressive step in image processing—an evolution he sees culminating in color-photograph networks after certain technical hurdles are cleared.

"Graphics are less complicated and cheaper (to transmit and reproduce) than pictures," he says, "but (PressLink) is definitely an element in the revolution." ☐

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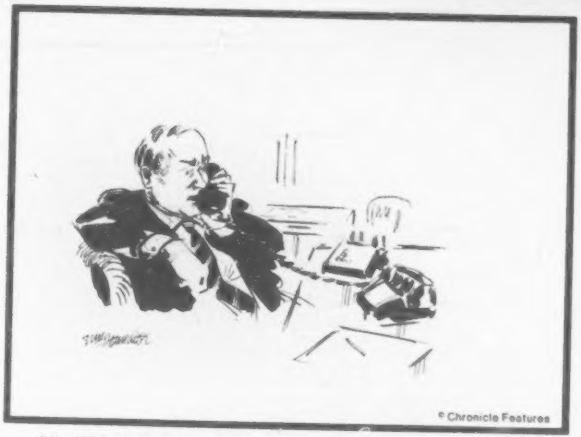
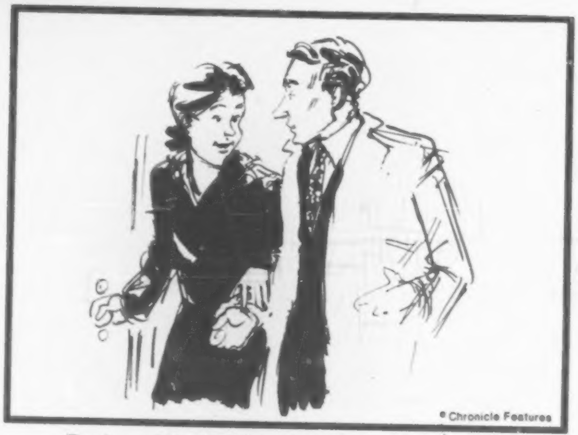
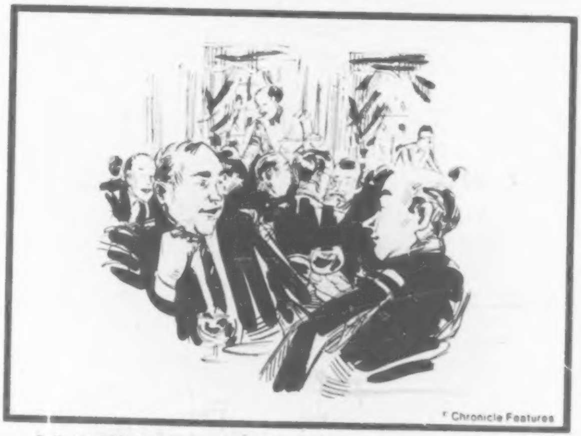


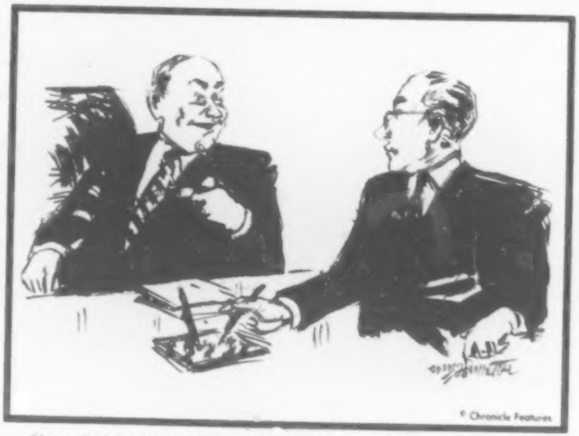
Miss White, I thought I told you never to put through anyone who said they wanted to share something with me.



Thanks, once in a while it's kind of a relief to just be superficial.



Call me old-fashioned, but I like the way kids are thinking money again.



Naturally, I don't know how you feel inside about this deal — but I know some self-congratulations are in order for me.

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Writing Headlines

Never underestimate the role the head plays in how newspapers are read and how they sell

BY ELWOOD M. WARDLOW

What headline would you write on a story about the increased use of acroynyms? The Seattle Times came up with this one:

"You CETA Words, but They Have NOAA Meaning"

Some of the earliest writings of antiquity used headings to announce the subject. The first newsletters (and later newspapers) used them, too. And many modern newspapers cherish quality headlines as much as they prize quality stories.

Wardlow is associate director of the American Press Institute in Reston, Va., and former managing editor of The Buffalo News.

That is as it should be, for the average newspaper headline will have a higher readership than the story it promotes. Readers working their way through the paper use headlines as signposts. If the headline is inviting and somehow touches their lives, they will tarry. If the headline is dull or distant, they will pass on and leave the story unread.

So remember well: Headlines sell.

In another day, newsboys on New York City street corners understood that premise. If headlines in the paper they were hawking weren't good enough, the newsboys were prone to cry out their own, such as, "BLOODY MURDER IN THE BRONX!!"

Editors, publishers and circulation directors are paying more attention to headlines once again. One evidence of that: For the past three years, seminars for news editors and copy desk chiefs have been the most oversubscribed programs offered by the American Press Institute in Reston, Va.

There seems to be a three-part rationale:

- Headlines sell.
- Good headlines sell best.
- An investment in good headlines is a good investment.

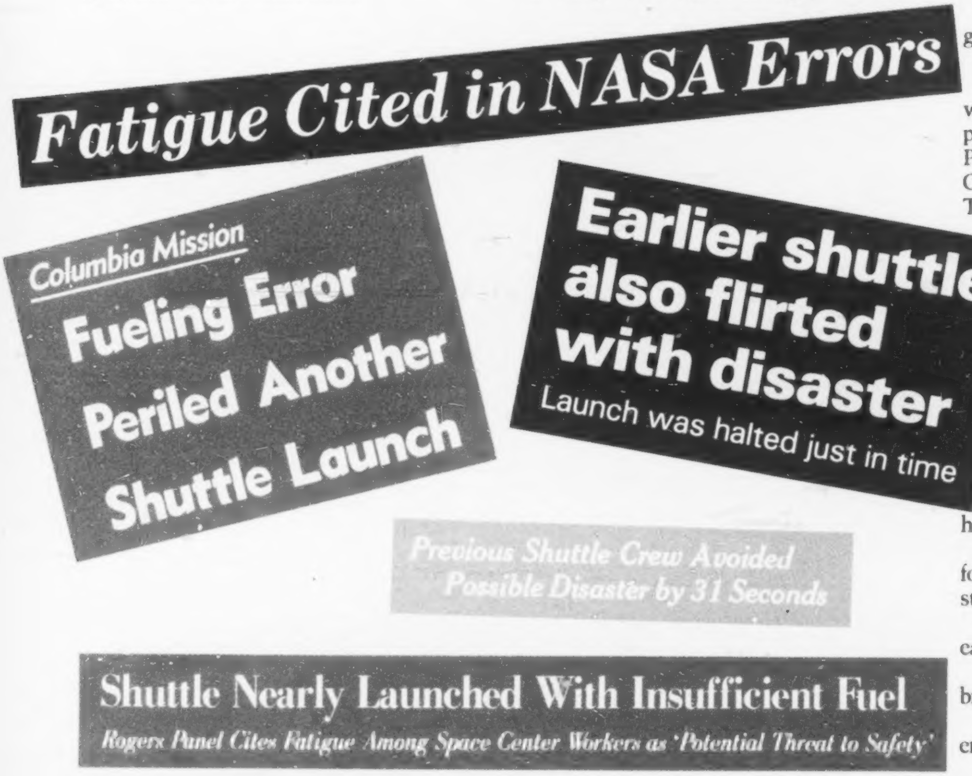
What goes into a good headline?

In search of answers, 10 desk chiefs who attended API editing seminars in the past couple of years were canvassed: John Pallay of the News Journal, Mansfield, Ohio; Steve Wainwright, The Seattle Times; Fred Sacksteder, Wisconsin State Journal in Madison; Frederick S. Vondy, The Baltimore Sun; Donald Manley, The Globe and Mail in Toronto; Christina Diebold, Bangor (Maine) Daily News; John Kafentzis, The Spokesman-Review of Spokane; Lisa Chandler, The Orlando Sentinel; Clay Morton, The Dallas Morning News; and Florence R. Niles, The Evening Gazette in Worcester, Mass.

Here are their descriptions of a good headline, in order of frequency.

1. It is accurate in fact, tone, scope and focus; emphasizes the main themes of the story; is balanced and fair, in good taste.
2. It is clear, succinct, grammatical, easy to read and understand.
3. It has vitality; is strong, active, bright.
4. It catches the readers' attention and entices them into the story.
5. It has freshness and immediacy.
6. By its size and shape, it accurately grades the news.

What about don'ts? Here is the list from



Fatigue Cited in NASA Errors

Columbia Mission

Fueling Error Periled Another Shuttle Launch

Earlier shuttle also flirted with disaster

Launch was halted just in time

Previous Shuttle Crew Avoided Possible Disaster by 31 Seconds

Shuttle Nearly Launched With Insufficient Fuel

Rogers Panel Cites Fatigue Among Space Center Workers as 'Potential Threat to Safety'

Headlines allow newspapers to play a story in countless ways.

those 10 editors, in order of mentions:

1. "Never wear a clown hat to a funeral." Match the tone of the story. "Clever" heads must be appropriate; as a general rule they should not be used on serious stories or involve a play on a person's name. And they should be used sparingly.
2. Don't repeat the lead in the headline.
3. Don't be puzzling, mysterious, esoteric or circuitous.
4. Don't sacrifice accuracy for brightness (or wordplay or anything else).
5. Don't complete the headline until you understand the story.
6. Don't use "officialese," "headlinese," cliches or passive verbs.
7. Don't forget to check for double meanings.
8. Don't play up secondary details.
9. Don't take chances with libel.
10. "Don't dismiss the headline as the last 10-second chore in the editing process."

Behind each headline writer is usually a final backstop, or chief copy editor, and for that newspapers should be grateful. At the 10 newspapers mentioned above, an average of one headline in every five is either revised by the chief or bounced back to the head writer for revision. They achieve good headlines the old-fashioned way—they earn them.

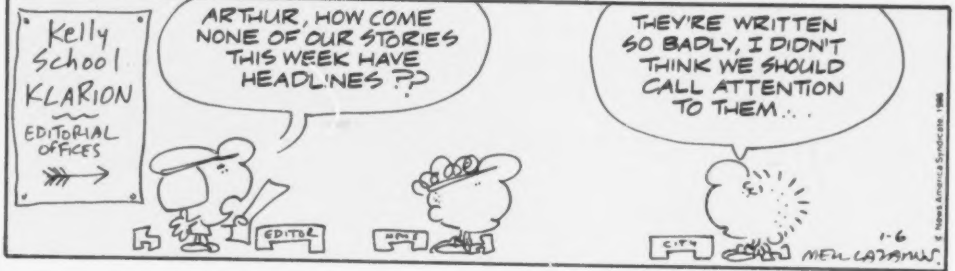
TRENDS NOTED. What are the main trends for headlines in recent years? These were mentioned by the 10 editors:

- Fewer kickers (overlines)
- Fewer single-column heads on major stories
- Better, brighter headlines because of an upgrading of copy desk personnel
- Willingness to state negative or distasteful information plainly, rather than in euphemisms
- Split heads—compound nouns, verbs or phrases broken from one line to the next—have become more accepted
- Greater care to avoid libel and legal problems
- More experimentation with decks (and without decks, too).

Are there any special tricks to writing headlines? No, but the editors say techniques such as these can help:

- Think simple. Avoid trying to pack in too much information.
- Try to condense the story into a single sentence of conversation.
- Write the gist without worrying about the count, and then pare it down and dress it up.

MISS PEACH **By Mell Lazarus**


Kelly School KLARION
EDITORIAL OFFICES
ARTHUR, HOW COME NONE OF OUR STORIES THIS WEEK HAVE HEADLINES ??
EDITOR
THEY'RE WRITTEN SO BADLY, I DIDN'T THINK WE SHOULD CALL ATTENTION TO THEM...
CITY
1-6
MELL LAZARUS
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- *Talk it over with your colleagues and see if they have any quick inspirations.*
- Highlight the key words in the story, and then brainstorm about them.
- *Listen* to the headline, rather than look at it.
- If all else fails, take a short walk.

GUIDES AND COMPUTERS. Given the importance of headlines, do most newspapers have written guidelines for their copy editors?

Surprisingly, they do not. Sometimes there might be a wispy list of don'ts, but on most copy desks there is nothing at all in writing. Training and standards are usually imparted verbally.

More and more newsrooms, however, are circulating occasional "Winners and Sinners"-type critiques. In those, headline successes and failures are often given as much attention as reporting and writing.

Where once most headlines were written with pen or pencil, and later with typewriter, now the video display terminal is used almost universally. Vondy of The Baltimore Sun calls it "the best thing that ever happened to headline writers."

It's too early to foretell the consequences of full pagination, but most desk editors believe that when it comes to their newspapers, it too will be a positive help, giving the newsroom still greater control over the nature and quality of the daily product.

But new tools are not the end; they cannot, in themselves, produce better headlines.

That kind of quality can only come from the minds of talented editors who are made to feel that their work is of great value to the newspaper.

As the reporter gives each story its first wing, the headline writer gives it the second. Without good work by both, the story cannot fly.

No matter what the developments in technology, a generation from now the desk chief in Bangor will still reject this head on a flooding story:

"The Rain It's Plain Was Gates Lane Bane"

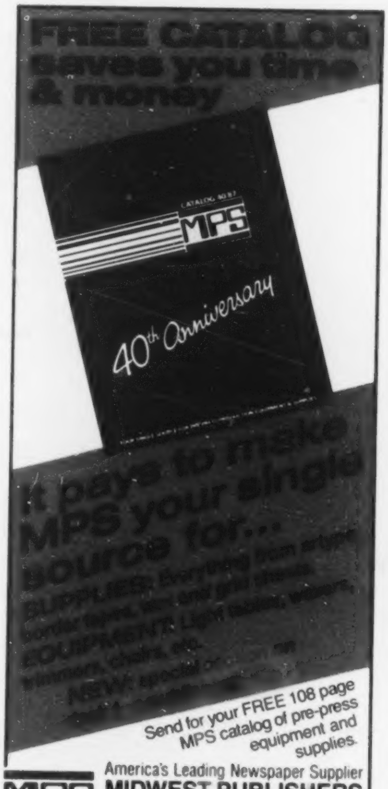
And that same desk chief will still welcome this headline on an unusual wedding:

"Two Transplanted Hearts Beat as One"

And Orlando will still cherish the headline writer who can describe an open house with such dexterity:

"Nudists Invite Public to Take Look at How They Live"

Remember well: Headlines sell. ☐



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DEFINITIONAL DILEMMA

Ill Feelings About Measuring Illiteracy

Bogart-Kozol disagreement highlights problems of interpreting the figures

BY MARGARET GENOVESE
presstime staff writer

Newspapers in the United States are making a concerted effort to attack the problem of adult illiteracy. But if publishers are perplexed about how much of a problem there is, it is understandable. Frequently cited estimates of the American adult illiterate population range from 75 to 78 million to less than 1 million.

Further confusing matters are estimates of newspaper readership cited by the newspaper business.

The issue has put one of the foremost figures on illiteracy and an official of the Newspaper Advertising Bureau at loggerheads.

NAB Executive Vice President and General Manager Leo Bogart recently took issue with Jonathan Kozol, author of *Illiterate America,* who told the ANPA Convention in April that "45 percent of American adults do not read newspapers. Only 10 percent abstain by choice; the rest can't understand them" [presstime, May 1986, p. 42].

Kozol "misread" the readership statistics, says Bogart, pointing to a recent estimate that 84 percent of American adults read a daily newspaper within the five previous weekdays.

Kozol stands by his contention that about a third of American adults, or 60 million people, cannot read and understand newspapers. "To state it bluntly, if Mr. Bogart is correct in stating that 84 percent of the American public is able to read a paper at least once a week, then we have to retract all scholarly opinion upon which I relied for 20 years," he says.

The controversy worries Carolyn Ebel, director of ANPA Foundation's new literacy project, because it tends to make people "focus on the statistics and get away from the fact that [illiteracy] is a tremendous problem for the country, regardless of the variation in the numbers."

According to Ebel, the statistical differences have to do with the populations tested and the tests used.

Karl O. Haigler, director of the Adult Literacy Initiative of the U.S. Department of Education, agrees that the problem is largely definitional. Asked how many American adults are illiterate, Haigler responds: "My question is, 'What do you mean by literate or illiterate?' "

Depending on the definition, the word "literacy" can mean being able to read and write at a low level; or it can mean myriad skills, of which reading is only one, that enable an adult to function effectively in society.

Leo Bogart

NUMBERS EXPLAINED. Each definition yields a different estimate of the number of "illiterates." And those doing the estimating offer the following explanations for their numbers:

- **75 to 78 million adults**—This estimate is usually attributed to Jeanne S. Chall, professor of education and director of the reading laboratory at Harvard University. Although she endorses the estimate, it is not, strictly speaking, hers. Instead, it comes from another source.

In a paper prepared for a 1984 national conference on adult literacy, Chall described three levels of literacy—totally illiterate, "up to 4th grade reading levels"; functionally illiterate, "able to read somewhat but unable to use reading and writing for purposes beyond minimal survival and coping"; and the "new illiterates," people "who have 'survival' functional literacy but who lack a high school graduate level that is more functional for a technological society."

"Although no one seems to know for sure what numbers of illiterates fall within these three groups," Chall wrote, "I think the numbers suggested by Renee Lerche of the Network [an Andover, Mass., educational consulting firm] have some merit—1 million estimated for the basic literacy group, 23 to 26 million for the functional literates, and 51 million for the 'new illiterates.' "

A recent article in The New York Times stated that Chall had estimated that as many as 75 million to 85 million adults are unable to read or write. This points up another problem with illiteracy statistics: They are easily misquoted and misunderstood.

- **60 million, or one-third the adult population**—Kozol's 1984 estimate is contained in a chapter in *Illiterate America* devoted to the disagreement on illiteracy numbers. Reviewing numerous literacy studies conducted since 1970, he arrived at his own estimate that at a minimum, 25 million adults were reading either not at all or at less than fifth-grade level, and another 35 million were reading at less than ninth-grade level.

"It requires ninth grade competence to understand the antidote instructions on a bottle of corrosive kitchen lye, tenth grade competence to understand instructions on a federal income tax return, twelfth grade competence to read a life insurance form," he wrote. "I have argued, therefore, that all of these 60 million people should be called 'illiterate in terms of U.S. print communication at the present time.' "

In an interview, Kozol notes that "in numerous readability studies, it has been found that the average local daily newspaper in the United States is written at approximately the ninth to 10th grade level."

Of course, he adds, in every edition there is some material written at a lower level, such as the comics, the weather map and perhaps the TV listings. But, he emphasizes, "if we are speaking of the editorial content of a newspaper, of items of significant journalistic value, it is generally agreed that 60 million adults will find it either impossible or very difficult to understand."

- **27 million, or about 1 of 5 adults—** Perhaps the most commonly cited statistics, they are used in the Advertising Council's current public service advertising campaign titled "Volunteer Against Literacy." The source is the U.S. Department of Education.

According to Paul V. Delker, director of DOE's Division of Adult Education, the "1-out-of-5" figure was taken from a study published in 1975 by researchers at the University of Texas. The Texas study, known as the Adult Performance Level Project, reported on the competency of adults not only in reading but also in occupational knowledge, consumer economics, government and law, health, community resources, problem solving, computation, and writing. Overall, researchers determined that about one-fifth (19.7 percent) of U.S. adults between the ages of 18 and 65 were "functioning with difficulty."

The 27-million estimate was derived, Delker says, by applying the 19.7 rate to the number of 18-to-65 year olds in the 1980 census.

- **17 to 21 million, or nearly 13 percent of U.S. adults—** This estimate was contained in the English Language Proficiency Survey released last December by DOE. Despite the fact that the recent figure is drawn from new information, the Ad Council and groups such as Literacy Volunteers of America continue to use the previous, higher DOE figure of 27 million.

DOE's Delker says the studies are "not at all comparable." The recent one, commissioned by DOE and conducted by the Bureau of the Census in 1982, "wasn't really a test designed to test literacy." Rather, he says, it was designed to determine if clients of human-services programs could handle the "typical kinds of written instructions they might receive."

The test was comprised of 26 questions; the literacy cutoff was 20 or more answered correctly.

Also, while the previous DOE test was of adults 18-65, this one was of adults 20 years and older.

- **Fewer than 1 million.** On the low end of the illiteracy scale is the 1979 study by the Census Bureau that found a rate of about one-half of 1 percent. "Approximately 981,000 persons aged 14 and over were reported as unable to read and write in any language," it reported.

That conclusion was based on answers to a verbal question asked by an interviewer, according to Paul Siegel, chief of the bureau's Education and Social Stratification Branch. People 14 years and older who did not attend the sixth or a higher grade were asked whether they could read and write. (Those who spoke a language other than English at home were asked if they could read and write in that language. People who attended at least the sixth grade were presumed to be able to read and write.)

"Sixty million American adults, one-third of our adult population, cannot read and understand the Bill of Rights, a daily paper . . ."
—Jonathan Kozol

"A variety of current surveys indicate that between 85 percent and 89 percent of adults have read a newspaper within the last seven days."
—Leo Bogart, Newspaper Advertising Bureau

". . . 27 million Americans are functionally illiterate, about one adult in five."
—Ad Council and Coalition for Literacy

"Between 17 and 21 million U.S. adults are illiterate, for an overall rate of nearly 13 percent."
—U.S. Department of Education

"The proportion of the U.S. population 14 and over who were illiterate, which now stands at about one-half of one percent, has been approximately halved in each decade since 1959."
—U.S. Bureau of the Census

The question has not been asked since that time, says Siegel. "That question doesn't measure illiteracy any more," he says. The problem, he observes, is the lack of a universally agreed-upon test. "We're sort of waiting for someone to develop a short test that we can administer in the context of the kind of survey we do."

MEASURING READERSHIP. The dispute between NAB's Bogart and literacy authority Kozol focuses attention on how readership is measured, as opposed to literacy.

Bogart says Kozol's contention that 45 percent of American adults do not read newspapers was drawn from a 1982 article in U.S. News & World Report magazine, "which makes the unsubstantiated statement that 55 percent of the public read newspapers 'every day.'" Bogart noted in a recent speech to the International Circulation Managers Association that this does not mean "they don't or can't read them."

The source of Bogart's 84-percent readership figure is the recent Simmons Study of Media & Markets.

Simmons Market Research Bureau based its estimate on 20,000 interviews conducted around the country. According to Deborah A. Moroney, Simmons' director of marketing, interviewees were asked: "What daily, weekday newspaper have you read or looked into at any time in the last seven days, either at home or anywhere else outside your home."

Kozol suggests several reasons the 84-percent measurement might be wrong, including less-than-honest answers by respondents. "We have no way of knowing how many adults questioned about their newspaper reading habits would be likely to provide an answer that betrays the fact that they cannot read," he says. "Many people unquestionably tell pollsters they do read a paper out of fear if they don't, it will reveal the fact that they don't read at all."

If the statistic has "any value at all," says Kozol, "it might refer to people who buy newspapers. It certainly does not describe the people capable of reading that part of the newspaper that justifies a newspaper's existence."

Kozol adds: "I understand that this is an extremely sensitive issue for publishers, one that cuts two ways at once. In the short run, the prosperity of the newspaper depends on the ability to convince advertisers that its readership is strong. . . . In the long run, on the other hand, it is essential that newspaper publishers be able to ensure their future strength. This strength would be eroded if a problem of this sort is not confronted." □

Advertising in Unusual Places

They're springing up all over, adding to 'clutter' and siphoning off some ad dollars

BY MARCIA RUTH
presstime staff writer

Turn over an airline ticket jacket, look on the side of a grocery cart, stop for a truck, put something in a trash can, go to a movie, attend a sports event at an arena with a fancy electronic scoreboard. What do you see? Advertising.

The proliferation seems endless as advertisers stretch the traditional bounds of media. But experts in the industry doubt that this increasing "clutter" is turning off the public about advertising generally.

Most of these experts also consider the amount being spent on what might be classified as "odd ads" is relatively small, having minimal effect on newspapers and other traditional advertising media.

"Ingenious use of out-of-the-way devices like theater tickets or skywriting is not a major competitive threat to the newspaper business," says Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau.

Even so, it is an aspect of the advertising industry that is growing and bears watching, observers say. "From the standpoint of available dollars," odd ads "have a way of eating into" planned advertising budgets, notes Mac Morris, NAB's vice president for national advertising.

In general, odd ads represent an intense form of "targeting"—hitting not only the right people, but at a time and place when they're likely to buy. "Basically, what we are trying to do is seek out innovative ways to reach people," says Paul Mulcahy, president of CSC Advertising Inc., a house agency of Campbell's Soup Co. "If it looks legitimate," he says, "we'll experiment."

In this pursuit, Campbell's has shown its products in places not often viewed as "media." According to Mulcahy, soup ads on ski lifts worked fine in the first trial run of 200 resorts, and meatless recipes on church bulletins brought an "incredibly high result" from Roman Catholics during Lent. But dog-food ads on Baltimore parking meters proved "too hard to read."

No one really knows how much money is being spent on such advertising. Despite their proliferation, these ads remain too small to measure as a separate category, says Rodney E. Nebocat, forecasting project director of McCann-Erickson Worldwide, who works with Senior Vice President Robert J. Coen in compiling the ad agency's yearly statistics for the industry.

Even within companies, expenditures for such advertising may go unmeasured. At Campbell's, for example, the ads do not come from brand-advertising or promotion budgets but from an "experimenting" fund at the corporate level, says Mulcahy.

Targeting the cold-and-hungry, Campbell's may sell soup on ski lifts, but for the hot-and-thirsty, it's beer on beach-bound blimps by Anheuser-Busch, and for the sophisticated snacker, it's a restaurant promoted on the envelope containing theater tickets.

REVENUE PRODUCERS. Although critics charge that these new types of advertising are further cluttering the market-

ONE OF THE DRAB HOMEBODIES
WHO READS McCALL'S.
McCall's
GRIDD

Marcia Ruth

Striking ads on phone booths are common in New York City.

place, they are welcomed by their hosts as added income. At Safeway Stores Inc., "we got involved to generate money to help defray operating expenses," says Ernest Moore, public affairs manager of the Washington, D.C., division, which gets 25 percent of the amount the advertiser pays to have its ads in the stores.

A company specializing in placing advertising in supermarkets, New York City-based Actmédia, claims gross income of $44 million in 1985, nearly double the $24 million of 1984.

Other examples of successful enterprises include:

- Operating from New York City and Los Angeles, Screenvision Cinema Network claims a national network of ads on nearly 5,000 of the approximately 17,000 screens in first-run movie theatres, up from about 2,000 in 1981. A nationwide run—seven days a week for four weeks—costs an advertiser $500,000.
- Rembrandt George, a taxidriver-turned-inventor who took out a patent on taxi-top signs more than 10 years ago, says his new medium has added more than $10 million to the taxi business in New York City alone, has already spread to other U.S. cities such as Boston, Philadelphia, Minneapolis and Baltimore, and will start abroad with London in the fall.
- Nieman Marcus sells advertising for its NM magazine, which reaches 900,000 customers of that exclusive store. An inside-cover position sells for $25,000, says Kit Hughes, director of advertising planning at Neiman Marcus.
- When research showed that "because of the advertising Coca-Cola had done over the years, people associated the name with good times," Murjani International decided to launch a "Coke" line of sportswear, says Carol Fox, Murjani's director of public relations. "It's not advertising and it is advertising," says Fox, who describes the line now featured in "Fizzazz" stores as "brand migration."

Not all attempts at new forms of advertising are instant successes, however.

Mobilmedia, an Illinois company that claims to have developed the most desirable way to display ads on 18-wheel trucks, is still waiting for its first million dollars to roll in. "Everybody's talking about it, but nobody's doing it," complains vice president, Joe Commerford. Companies use the ads on their own trucks, but agencies are slow to suggest this medium for "third party" use because "it's a medium they know nothing about," he says.

Some other kinds of vehicular advertising also have floundered.

In Manhattan, advertising vans that are driven slowly through mid-town during rush hour incurred the wrath of motorists and pedestrians alike. And when some taxis were equipped with electronic message boards that flashed ads to passengers in the back seat, so many complained that the devices were removed.

Soup ads on ski lifts worked, as did meatless recipes on church bulletins during Lent; but dog-food ads on parking meters just proved to be "too hard to read."

Other new advertising forms are welcomed because they fill a public need.

Bus shelters are a good example—"the best of all possible worlds," says Connie Bary, president of the Minneapolis-based Shelter Advertising Association. She predicts that the number of ad-equipped shelters, now 4,000, will triple in the next five years. Were it not for the advertising potential, many cities operating under tight budgets would not be able to provide these shelters, she reasons.

Even trash collection is gaining from "odd ads." When recent budget cuts left sanitation officials saying New York City was short 50,000 trash cans, an "Adopt-a-Basket" campaign netted corporate patrons like McDonald's.

Clean City Squares of St. Louis, one of the firms making such "ad cans," is expanding. Thus, merchants in other cities may soon find not only a new advertising medium but a new responsibility: emptying the trash. ☐

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Press Installers

Demand Grows for Experts Who Put All the Pieces Together

BY ROSALIND C. TRUITT
presstime technical writer

When something is a block long, weighs 400 tons and will stand three stories high, you don't assemble it with a screw driver, a pair of pliers and a monkey wrench.

So when the time comes for newspapers to erect their presses, whether spanking new models or reconditioned units, they rely on experts to assemble the hundreds of components that make up a press.

With many newspapers in the process of updating or expanding their pressrooms, business for installation specialists is booming, according to specialists in the field.

"We're very busy these days. We have a significant backlog because a lot of newspapers are changing their printing processes," says Richard A. Taylor, general manager of George R. Hall Contracting of Westlake, Ohio. "There was a flurry of press-buying activity 12 to 24 months ago, and we're installing those presses now."

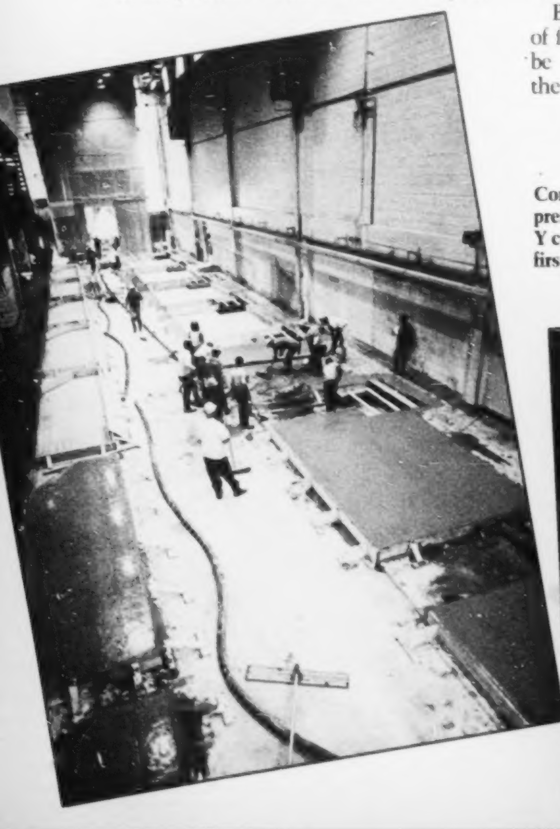
Indeed, many of the equipment installers that exhibited at the ANPA Operations Management Conference & Exposition in Atlanta last June say they received a number of serious inquiries for future work. Not surprisingly, with demand for their services rising, the companies describe theirs as an extremely competitive industry, both for installations here and overseas.

Estimates vary on how many firms specialize in press erections. There are perhaps as many as 25 across the United States, with about 10 or so major firms.

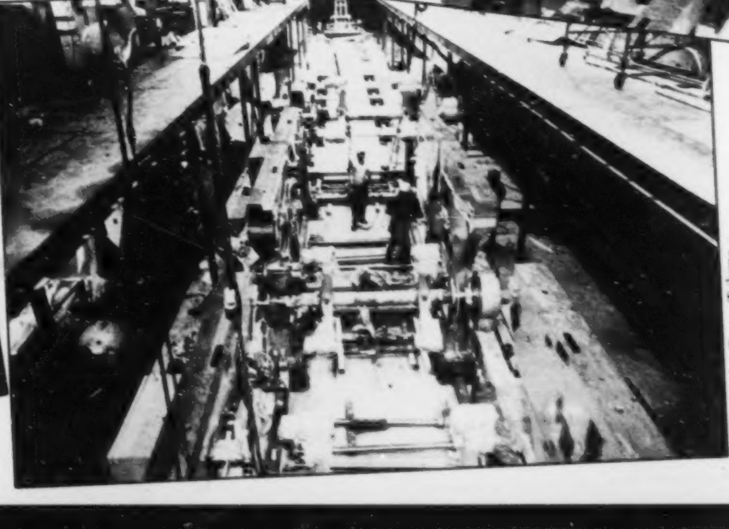
It's also hard to obtain exact figures on the cost of installations, with the firms maintaining that each bid is determined individually. One company says, however, that its installations can range from $25,000 for a very small job to hundreds of thousands of dollars for a large one.

Bids take into consideration a variety of factors, including the type of press to be installed, the building level where the press will be located and the degree of access to the room. Obviously, press installers note, it is easier to move a press into a new, specially designed building than to fit a press into an existing configuration.

Some companies—32-year-old George Hall Contracting, for example—handle



Concrete work for Tampa Tribune's pressroom floor (left) preceded erection of Y columns (below) and installation of first seven TKS press units (right).



August Stachler, Tampa Tribune

more new press installations than reconditioned ones. Others, like Northeast Industries Inc. of Los Angeles and International Press Services Inc. of Decatur, Ga., have the opposite experience. Northeast and International also recondition and sell previously owned presses.

Most of the firms contacted by presstime install offset as well as flexographic presses.

An exception is Taft Equipment Sales Co. of Lake Zurich, Ill., or TESCO, which installs offset presses only. TESCO has been the U.S. marketing agent for Tokyo Kikai Seisakusho offset presses since 1976, and the firm primarily installs TKS presses. But President James R. Price says TESCO occasionally installs other brands for longtime customers.

Newspapers contract with press installers in a variety of ways. In the most common case, known as a "turnkey" agreement, a newspaper signs a contract with a press manufacturer which in turn agrees to provide the newspaper with an up-and-running press; the newspaper need only "turn the key" to operate it.

According to Harshad Matalia, ANPA research associate/engineering, although larger companies like the Graphics Systems Division of Rockwell International have their own press installers on staff, independent installers do the lion's share of the work at newspapers.

In other instances, a newspaper deals directly with press installers after buying a press. Still other papers use architectural-engineering firms to coordinate everything from the building of a new pressroom to the installation of the press.

MONTHS OF COORDINATION. Erecting a press is a time-consuming, highly detailed process.

Installation of an eight- or nine-unit offset press may take five to seven months, Taylor of George Hall Contracting says. However, the planning to bring the press to the newspaper usually begins months before that.

The various parts of a press, which may be shipped in as many as 25 truckloads, arrive in the order in which they are to be installed—if all goes well, that is.

The floor is prepared, usually requiring that a new foundation be laid, and the columns that support the machinery are anchored in place. The reel stands for rolls of paper, tensions and pasters come next. Finally, the units themselves are installed.

Machinists, electricians and plumbers erect presses, literally from the ground up, their handiwork ensuring that ink and water flow properly, cylinders revolve smoothly and newsprint webs flow tightly through the press configurations.

Some press-erection companies use all their own people for a job; others provide a crew of supervisors who hire local machinists, pipefitters, plumbers and others to complete the work.

Price says TESCO's supervisory workers spend several months on a job, and many of them put down temporary roots, taking along their families and traveling in mobile homes.

MAKING PLANS. Some newspapers plan well in advance for their future plant requirements. But others operate on the edge, waiting for a crisis before they act, according to Jack Kelly, printing manager for Chas. T. Main, a Boston architectural firm that handles newspaper projects.

> *"We have a significant backlog because a lot of newspapers are changing their printing processes."*

"It's embarrassing sometimes how reluctant newspapers are to plan for the future," Kelly says.

"Suppose you just knock down a wall tomorrow because you have a new press coming in. That may be where your new front-end system will have to go 10 years from now," he notes.

Whether plans are being made much in advance or not, Kelly says he sees a great many press installations these days, particularly reconditioned units being upgraded and resold.

"With presses having million-dollar price tags, it's a lot less costly for some newspapers to purchase a reconditioned offset or to convert letterpress to flexo or offset than to buy a new press. There are a lot of revitalized presses out there—a lot of good, used, late-model presses—and it makes sense to use them," Kelly says.

At The Arkansas Democrat in Little Rock, Northeast Industries is installing this array of equipment: a new eight-unit Goss Headliner offset press, a used superstructure and reel stands purchased from The Wall Street Journal, and a used folder bought from The Boston Globe.

Lynn Hamilton, the Democrat's vice president for operations, says the press installers have been in the plant for several months. "We've been pleased with them. They're right on schedule." In addition to the pressroom equipment, Northeast Industries is installing new mailroom equipment there.

Having confidence in a press installer's track record results in peace of mind during the laborious installation period, notes W. Scott Trundle, vice president and business manager of the Tampa Tribune. TESCO is currently installing the first of four 10-unit TKS offset presses at the newspaper. The Tribune is spending $45.8 million for the improvements, including just over $39 million for the presses.

"When you're spending that much money, you want to be sure it's done right," Trundle says. "We looked at other installations they'd done, and they have a proven track record. Just out of curiosity, we might go down and look over their shoulders to see how things are going. But we know they know what they're doing, and we let them do it."

More and more newspapers are letting the press installers "do it." No wonder Sam W. Boyles, president of 11-year-old Northeast Industries, comments, "It's a good business to be in these days, it really is." ☐

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NEWSPAPERS AND LANGUAGE

There is disagreement over how well newspapers use English. Some observers are critical; some lavish praise. This much is certain: Many newspapers are trying to improve.

BY DANIEL L. REEDER

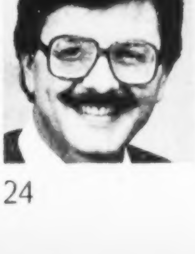
Next to the skunk, the critic may be the most despised creature in the world. His existence caters to no one, and when his ire is roused, his friends scatter. But, like the skunk, the critic raises a stink when real or imagined danger encroaches.

During the past 10 years, a loosely organized but growing group of critics has formed a school of thought that goes something like this: Newspaper writers and editors defile the language, bury information in fuzzy organization, and shirk journalistic duty with lazy, irresponsible attitudes and habits.

Many who make these charges recall a romantic era in American journalism, largely apocryphal, when William Allen White wrote Pulitzer Prize-winning editorials deep from within America's heartland; when all writers knew the difference between "who" and "whom," and between "that" and "which"; when elegant, graceful prose educated and inspired; when clear-headed reporters worked for literate editors on newspapers that valued the English language.

When The Washington Post confused—and misused—the verbs "lie" and "lay" recently, one reader reacted by writing an "Ode to Grammar School." The Post published the poem, which read:

Should I laugh or should I cry
At The Post's misuse of lay and lie
Or should I mount a strong assault
At this, The Post's, quite favorite fault
Whose writers do not seem to know
After which verb objectives go.
Perhaps The Post could learn the rule
If it went back to grammar school.



Reeder is president of Reeder & Co., a writing, design and editorial consulting firm in Lawrence, Kan. He also is a free-lance writer and teaches magazine journalism at the University of Kansas.

To back up their contentions, critics, unlike skunks, use reason. They point to published errors of spelling, grammar, syntax, logic. They abhor encroaching jargon and bureaucratese. They decry the presence of buried leads and poorly organized stories. They reject as irrelevant any excuse that as a first draft of history, written on the run, newspapers face challenges that make perfect use of the language unattainable.

Defenders of modern newspapers react angrily when confronted with the language critics' charges. They argue that the premise is wrong. We shouldn't be concerned with whether newspaper writing is better or worse than it was, say, 50 years ago, they explain. Besides, who's to say? What's important is improving today's use of the language.

So the debate continues. Language use is good or it's bad. The state of the language is robust or dying. Consensus is possible in one area only: The language continues to change.

DIFFERING VIEWS. "Where there is a drive to improve the language, there has been improvement," says John B. Bremner, who retired this year as distinguished professor of journalism at the University of Kansas. "Some papers are doing better—some newspaper groups are doing better—than they used to do."

Bremner, described by his former dean as "the world's finest teacher of editing," has studied enough newspapers to know. In 1980-81 and 1983-84, he conducted a series of workshops on behalf of the Gannett Foundation. He analyzed—cover to cover—468 newspapers, plus a week's content from United Feature Syndicate and Universal Press Syndicate. He also conducted 52 seminars for 3,608 participants from 671 newspapers in 38 states

Because Since Flout Flaunt Whom Who Its It's
All Ready Already Compare Contrast Their Its
Currently Presently As Because Anxious Eager

Some problem words send journalists to the dictionary every time.

and the District of Columbia.

"There is greater language awareness today," he says. "But at this point, you have to go within a newspaper itself and be frank and say that some reporters and some copy editors are very aware of the need to polish the language. Others just don't give a damn."

Language use is only one part of the job of reporters and editors, observes Lauren Kessler, co-author with Duncan McDonald of *When Words Collide*. "The mass media must do a number of things at once," she says. "If merely signaling an event is all that the media are supposed to do, we would just grunt at TV and point at the pictures. The fact that words are the tools of the trade means that newspapers have the responsibility to use them well—in addition to presenting correct and accurate information."

A reporter could communicate the fact of a robbery, Kessler says, by misspelling most of the words and by writing incomplete sentences. Readers would get the idea. "It's true that the information is more important than how it is communicated, but if that stands in the way of people wanting to read it, you're failing," she notes.

How language is used in newspapers, despite specific errors of fact, grammar, spelling, syntax and logic, often depends on time. William K. Zinssner, whose third edition of *On Writing Well* has sold more than 50,000 copies, contends that writing well means rewriting. But reporters may not have time to rewrite, he says.

"What makes newspaper writing in general so banal is that reporters tend to reach for the nearest cliche," he says. "When you do read something memorable, you say, 'Listen to this!' It's because that reporter has made the effort to write with originality, has avoided cliche, has used humor or anecdote or unusual detail or surprise. That's easier to do if you have more time.

"The only way to fight it is from the beginning, trying not to use cliche. Still, I sense a pervading pedestrianism in American newspapers and magazines."

Nonsense, replies Roy Peter Clark, director of writing programs for The Poynter Institute For Media Studies in St. Petersburg. "The quality of writing in American newspapers is better than it has ever been on newspapers large and small," he says. "I don't believe that we're in an era of decline in the use of the language. Quite the contrary.

"When I sit down to breakfast and open the St. Petersburg Times, I might find some errors—occasionally an embarrassing one. But let's put this into context. For me, a former teacher of English, the production of a newspaper of that quality, so relatively free of significant error, is a miracle of writing and editing. It is false to say that language is in decline. It reveals a profound misunderstanding of the language."

Retired journalism professor Bremner acknowledges that given the opportunity to make errors, newspapers can be commended for avoiding many of them. Even so, he wonders, "Why is it . . . that every issue of every newspaper that I've ever studied professionally is *replete* with errors? Why is it that, recently, I read one issue of one of the leading newspapers in the country—it took me 13 and a half hours—and I had enough material for 10 pages, single-spaced, for commentary on errors?

Yes, it was the first edition. I know that. It gets cleaned up in later editions, but it shouldn't happen in the first place."

MISTAKES AND MEANING. Grammatical errors such as subject-verb disagreement, faulty antecedents, defects in parallel structure, errors in case, confusion about restrictive and non-restrictive clauses—all these and hundreds more slip through the system of checks. The question that must be asked is "Why?" If the reporter makes errors, shouldn't the copy editor—as the final guardian—catch and repair them?

Many reporters and copy editors simply don't know what error is, says Bremner. "When you don't know that you don't know, you tend to have more errors," he says. "You talk to them about 'false concession' or 'false condition.' They don't know what you're talking about." Bremner expresses chagrin that working journalists need to be reminded of basics such as using consistent voice and proper sequence of tenses.

"I had a call recently from the executive director of a state press association—not in Kansas—after we had set up a seminar. He wanted some information about the content of the session for his newsletter. I reeled off a few things, and a couple of weeks later I saw the newsletter. He had me talking about the *secrets* of tenses!"

Roger Tatarian, professor of journalism at California State University/Fresno and a former executive of United Press International, agrees with Bremner. "The copy desk is the last hope of humanity," he says. "These little things we're talking about affect credibility tremendously. All it takes is one error to injure credibility, but the cumulative effect can be devastating."

"Credibility, schmedibility," says Glassboro (N.J.) State College Professor Richard Mitchell. "Pleasure is what newspapers give. It's not related to credibility. So they lose credibility. Is that an impediment to profit?"

Mitchell, who publishes "The Underground Grammarian" newsletter, distinguishes between language and communication.

> *"Some reporters and some copy editors are very aware of the need to polish the language. Others just don't give a damn."*
>
> **John B. Bremner**

"If you say, 'Twenty-six thousand chickens exploded yesterday,' that's perfect. If you say 'Twenty-six thousand chickens went and exploded yesterday,' that's OK, too. It doesn't matter that you say between 'Mary and I,' or 'I could care less.' " At least the message may be understood in these instances, Mitchell reasons. Obscuring the message with 'educationese' and 'bureaucratese' is a far worse sin, as he regularly points out in his newsletter.

Bremner concedes that communication is possible without considering language niceties. "Does this mean we have to go through life saying, 'I don't know nothing' or, 'I could have went?' " he asks.

Clark of the Poynter Institute amplifies Bremner's thesis by saying that proper grammar and punctuation strengthen emphasis and argument. "The question of proper usage has no meaning for me outside making meaning through writing," he says. "The problem with too specific an emphasis on things such as spelling and the 'etiquette of language' is that we're going to create writing that is mechanically correct but in other ways lifeless."

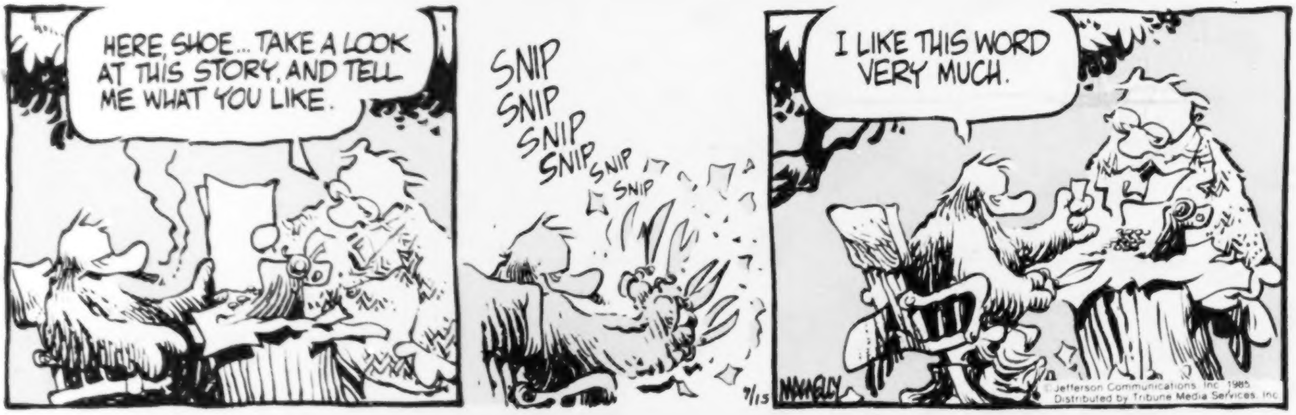
Clark uses an example to illustrate his point. If young students are told that every paragraph must have a topic sentence and that a typical paragraph has five sentences and three supportive examples, he says, their paragraphs tend to read: I like cars. I like red cars. I like green cars. I like blue cars. As you can see, I really like cars.

"What we ought to be striving for is creating a generation of writers who can use the conventions of language powerfully in order to write good stories and to create meaning," he says.

To create meaning, writers use words. "Words convey ideas," Bremner has roared to thousands of copy editors. "Sloppy words convey sloppy ideas," which is the best reason to use words correctly.

The Associated Press' general news editor, Jack Cappon, says the most frequent abuses can be divided into three groups:

'Shoe' **By Jeff MacNelly**


HERE, SHOE... TAKE A LOOK AT THIS STORY, AND TELL ME WHAT YOU LIKE.
SNIP SNIP SNIP SNIP SNIP SNIP
I LIKE THIS WORD VERY MUCH.
7/15
MacNELLY
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wordiness, abstract writing and poor usage. "It's not a question of cadence or rhythm," he says. "It's wordiness in a superfluous way. And I hate bureaucratese and jargon. Too many reporters use synonyms interchangeably. A residence is not a home, for example. There is a lack of succinctness and precision."

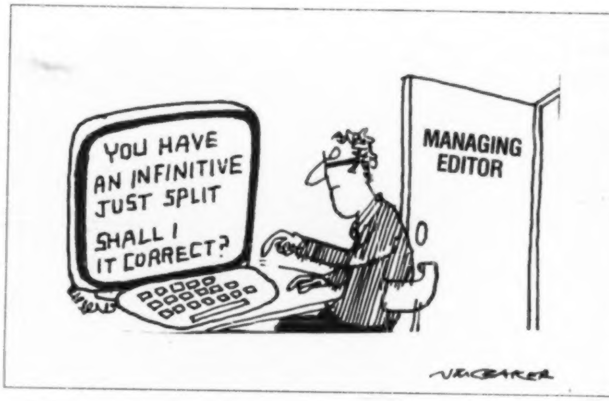
Imprecise use and poor story organization lead inevitably to a charge of muddled thought. Reporters and editors who think with precision also write clearly. But the biggest problem facing the writing coach at The Seattle Times, Rick Zahler, centers not on thought but on reporters' inability to organize their information.

"It's the analytical, focusing part of writing that seems to break down more than anything else," Zahler says. "It's the result of reporters and young writers being insecure about taking control of their material. You have to have a certain strong sense of yourself to make those decisions and to be secure with your selections. Too many reporters have not learned mental discipline. It's a psychological and intellectual discipline. It's learning to be a writer."

WHY THE PROBLEM? If, as Bremner contends, the most important word in the language is "why," the word ought to be used to explore the reasons for lack of precision and discipline. One answer, most agree, lies in what schools don't teach.

Many reporters and copy editors have not been educated sufficiently in the language to avoid error, Bremner says. "They have not had the advantage of going through a first-class school of journalism that emphasizes the language. You can go to some of the top schools in the country and take a program that doesn't include this emphasis," he says.

"The fault lies with the system of teaching in the (public) schools," Bremner continues. "Generations have been brought up in the permissive school that says anything goes. This may sound old-fashioned—it *is* old fashioned, but it's still true—that if they had been *drilled* in the parts of speech and sentence diagramming, they would be speaking and writing much clearer English. Unfortunately, although this is changing, not only are the future teachers not being taught this approach, they are being taught not to teach this approach!"



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Glassboro State's Mitchell concurs that public schools share the blame. "A careful examination of freshmen (composition) themes reveals emptiness," he says. "They all sound like pseudo-sociology. That's the way their teachers have taught them. College freshmen are utterly opaque."

Not so fast, cautions Donald Murray, professor of English at the University of New Hampshire, Pultizer Prize winner, and

Language Is Fodder for Some Good Columns

William Safire's column, "On Language," provides eye-opening instruction on how to make words live. His dexterity with English often dazzles, as he illustrated recently when he justified the use of current dictionaries. He wrote: "Anyone who tries to deal with today's neologisms using an old dictionary is like an architect plotting a cantilevered aerie with a blunt pair of calipers."

Now *that*'s a sentence.

Other columnists who write on language, Michael Gartner and James J. Kilpatrick among them, practice what they teach. They possess a gift for writing that makes words seem to flow effortlessly and gracefully.

Despite what writer Donald Murray calls a "pervading pedestrianism" in American newspapers, these columnists and many other American reporters lead by example. Their prose and their ideas enliven newspapers.

Gartner, whose column "Words, Words, Words" appears three times a week, points out that serious readers of newspapers supply wonderful examples and ideas for columns. "There's a whole subset of word junkies out there," he says. "These people get terribly incensed when they see words misused. They hate to see adjectives used as adverbs. They believe that there is a role for the comma and for the semicolon. They distinguish between *presently* and *currently*, between *flaunt* and *flout*."

To curb language abuses, Gartner says, writers and editors must read. "Read the columns of Red Smith, the essays of Vermont Royster and Calvin Trillin, Frank Deford in Sports Illustrated," he says. "Read the front page of The Wall Street Journal, the editorials in The New York Times, the cover stories of USA Today. Keep these things by your bed. You don't have to reread Hemingway every night to find good writing. You can pick up The Des Moines Register and see some beautiful writing."

Having done so, what writer could fail to learn something?

In his essay, "Writing is an art, not a craft," Kilpatrick defines the writer's charge: "Our task as writers is eternally to translate the particular event in terms of the universal experience. When we succeed, we lance through a reader's inattention with the blaze of a watchman's torch. We read such a line and say, 'Ah. That's how it is; that's *exactly* how it is.' "

Publishers who want to enliven their pages—and perhaps inspire their staffs—with such words of wisdom may choose from several columnists who write on language:

- William Safire, "On Language." Distributed through The New York Times News Service by The New York Times Syndication Sales Corp., 130 Fifth Ave., New York, N.Y. 10011. Once a week.
- Michael Gartner, "Words, Words, Words." Cowles Syndicate Inc., 715 Locust St., Des Moines, Iowa 50304. Three times a week.
- James J. Kilpatrick, "The Writer's Art." Universal Press Syndicate, 4400 Johnson Drive, Fairway, Kan. 66205. Once a week as part of a three-times-a-week package.
- Sally Bright, "On Lively Language." Distributed by the author. Route 5, 12969 E. 131st St., Broken Bow, Okla. 74011. This question-and-answer column is available once a week.

—*D.L.R.*

Tony Lopez, St. Petersburg Times and Evening Independent

Editors polishing copy at St. Petersburg Times' North Suncoast copy desk are (from left) Joyce Lee (back to camera), Anne Glover, Jim Tyrrell and Ron Reason.

part-time writing coach for the Providence Journal and Bulletin. He argues that the educational system does emphasize grammar—but at the expense of meaning.

"I work with teachers," he says. "There is far better writing in schools than when I attended. My students are much better prepared than I was. They've been taught the rules and traditions of grammar over and over again.

"That it *isn't learned* is what we should be concerned with. Students aren't using language to make meaning that's important to them. We keep saying that students should pay attention to language, but they have fewer and fewer opportunities to use language in important and significant ways."

Poor preparation, were it the only problem, could be overcome. But it is not the only problem. Others include: deadline pressures, the introduction of computer technology that leads to sloppy habits (see story below), lean staffs, poor communication between reporters and editors, distrust by writers of the editing function, and on and on.

Some reporters insist that their prose will be butchered by copy editors regardless of how it is submitted. These reporters cannot be helped, Bremner says. "The badness of bad writing is never visible to the bad writer," he says. "If a reporter doesn't think that his copy can be improved, he's not a good writer. But if the copy editor is merely making the copy conform to the stylebooks, very important though that is, he's not a true copy editor."

Reporters often have a legitimate complaint, says Roscoe Born, who was an editor for the now-defunct National Observer and who has served as a consultant for The Detroit News. "Many copy editors believe that if they let something pass without doing something to it, they somehow have failed. There are many copy editors busily taking adverbs out of the middle of infinitives, thinking that they're doing God's work."

VDTs: Help or Hindrance to Good Writing?

The computer is down!

Few words strung together can prompt such feelings of panic and dread among newsroom veterans. These usually are the pros who recall a time when, with a single fluid motion, they could rip out a piece of copy paper—a "take"—and holler for the copy boy while rolling another sheet of paper into the old Underwood.

A new generation of journalists learned on word processors, and even most of the older professionals agree, sometimes grudgingly, that the computer is a nifty piece of machinery that affords time-saving improvements. Except when it's down. Except when the machine isn't so friendly to the user as promised.

The machinery can do only what it is instructed to do. At this point, anyway, humans provide the instruction and write the so-called software.

If humans make mistakes in entering information, those errors may well end up in print. The introduction of computers into the newsroom led to the abandonment of proofreaders in most instances. Computerized spelling checkers and other types of software that scan sentences for incorrect punctuation and grammatical error are just coming into use, performing a limited proofreading function.

Even so, some people continue to object to the machines in newsrooms and classrooms. Their view is that the operation of computer terminals involves a process that comes between thoughts and words.

One who thinks that journalists and editors rely too heavily on machines is John B. Bremner, Stauffer distinguished professor emeritus of journalism at the University of Kansas.

"You can't give what you don't have," he instructs. "Who is putting the information into the machine? Spell-checkers? Sure. We've had one for a long time, since a fellow named Noah Webster put together his spell-checker.

"I'm particularly annoyed at what has happened to the editing process as a result of the video display terminals," he says. "The promise in the first place was that you would have more time to write and edit copy, and it's the opposite of that. Why? Because the managers have given the extra time to circulation."

Bremner makes the case that machines are squeezing out teachers and editors. To illustrate his point, he uses a poem in his newspaper seminars:

Word has come down from the Dean
That by use of the teaching machine
Old Oedipus Rex could have learned
about sex
Without ever disturbing the Queen.

Clearly, technology is here to stay. But whatever comes between the mind and the ability to express what is on that mind can be a detriment to clear communication.

It is an idea worthy of consideration. I will think about it as soon as I figure out how to sign off from this word processor.

—D. L. R.

Bremner also worries about the "Miss Thistlebottom approach" to editing. "The best example of this narrow-mindedness was illustrated recently by a copy editor on a daily newspaper that uses the *AP Stylebook*, in which you use the day of the week—not 'yesterday,' 'today' or 'tomorrow,' " he says. "A piece of copy came over the wire about the purchase of The Detroit News by the Gannett Co." The copy editor changed a reference in the story to say that Gannett also publishes "USA Thursday."

WHAT TO DO? Placing blame on poorly prepared reporters and copy editors does little to reduce the frequency or severity of error. Those who want to improve face many options.

None is worth a nickel, however, without the direct and active participation of the writer. James J. Kilpatrick, the great wordsmith, has observed, "The best writing I encounter is the work of writers who have trained themselves to look intently, to listen carefully and to read voraciously."

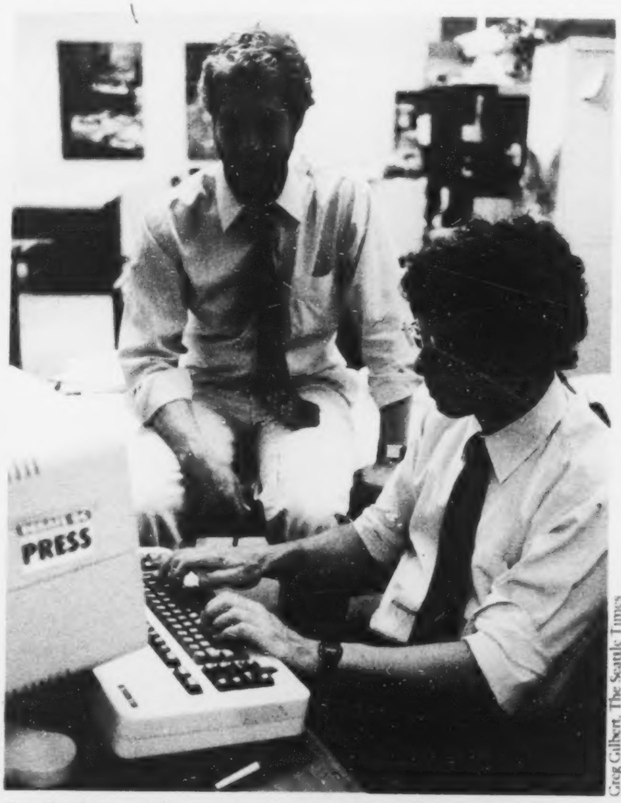
For those journalists who lack the ability or the motivation to heal themselves, their employers can search for word physicians offering other cures.

The search during the past decade has prompted some newspaper publishers to hire writing coaches. A few work full-time. Others travel like circuit-riding preachers from paper to paper, spreading the gospel of the finite verb. The Poynter Institute's Clark was one of the first full-time newspaper writing coaches. The St. Petersburg Times hired him from his job as an Auburn (Ala.) University professor of English in 1977, and since his year there he has consulted for scores of newspapers.

"This movement to hire writing coaches," Clark says, "has been described by others as the second most important and influential movement in American journalism, the first being the design and color revolution prompted by USA Today. But the writing movement certainly predates 1977." On every newspaper, he says, newsroom veterans vividly recall a tradition of teaching editors. "The master craftsman . . . has been replaced by the M.B.A. editor," he laments.

Yet Monroe Dodd, managing editor of The Kansas City Times, says the tradition of editor as teacher lives. "You have to go in steps. Before you can get to the point where everyone is writing compactly, with great verbs, you first must make sure that they have all the facts. These days, we demand more of stories than we used to. We make different choices. We set different priorities. In the process, the reporting sometimes takes precedence over writing."

Reporters also must know the theme of the story and organize around it, Dodd observes.



Greg Gilbert, The Seattle Times

Seattle Times writing coach Rick Zahler (left) has one-on-one session with a reporter. He's one of the few full-time coaches.

> *In abandoning the tradition of rewrite, "We've eliminated some opportunities to improve and tighten stories that newspapers had 20 to 25 years ago."*

"Then, and only then, can reporters make the writing great."

That's true so far as it goes, says Tatarian of Cal State. "But former students and reporters tell me that they don't get enough editing—conceptual editing," he says. "Nobody is saying, 'Maybe we ought to take a different approach.' "

The news editor at The Milwaukee Journal, Thomas Barber, supports the idea of writing coaches (which no doubt will please the Journal's own coach, Paul Salsini). Younger staff members and part-time reporters frequently lack experience, Barber says. They need help in sharpening their writing.

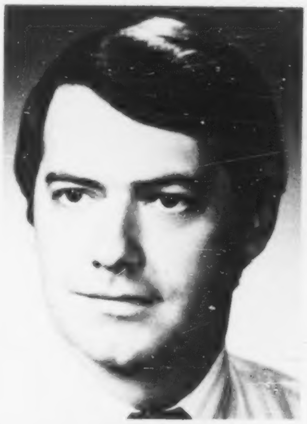
"Like many newspapers," he says, "we've all but abandoned the tradition of rewrite, and we expect reporters to dictate or use portable terminals in the field and to send copy ready to turn in to the copy desk. We've eliminated some opportunities to improve and tighten stories that newspapers had 20 to 25 years ago."

Fewer than 10 newspapers have full-time coaches, but hundreds bring in part-time instructors. The St. Joseph (Mo.) Gazette alternates between professionals and professors twice a year. In the intervening periods, says Managing Editor Robert V. Waldrop, the Gazette conducts critiquing and coaching sessions. Its approach is typical.

"We send several weeks' worth of papers to the coaches before they arrive," Waldrop says. "Most stay about three days, during which time they have a group session to discuss the overview and the generalities. Then they have a separate session for editors, and the remainder of the time is spent in individual critiques with the reporters: one on one, coach and writer. Editors don't sit in."

Waldrop says the Gazette's reporters appreciate the critiques from someone other than a staff editor. "They (reporters) let their hair down and seem to get a lot out of the process," he says. "Unfortunately, there is not as much residual effect as we'd like. It's great for a week or two, and then it slips."

The Gazette, like many newspapers, also publishes an in-house critique sheet that includes good examples and provides instruction on how to fix bad examples [presstime, March 1983, p. 31].



"To dismiss good grammar as not being necessary authorizes misunderstanding. And that's foolish."

John Lee

But the preparation of these published critiques requires time and talent that some newspapers simply don't have. Harris Enterprises Inc., a Hutchinson, Kan.-based newspaper group, produced six issues of its "Off-the-Wall-Journal" before ceasing publication.

John Lee, Harris' vice president for newspapers, started the Journal during his first month on the job. The idea, he says, was to consign successive issues to other editors. "It was tough to get people to do this," he says. "The job was incredibly time-consuming. And there is a reason for that: If you're going to do a creditable job, you must have more than a nodding familiarity with grammar and usage. The unfortunate fact is that about 95 percent of people in journalism don't know the rules that well. We haven't studied grammar since high school. We know when something appears to be cockeyed, but we have to search for the precise explanation. If we were grammar teachers, it would be a little easier."

Whether the Journal helped solve grammatical and usage problems is uncertain, Lee says. After pointing out a common error, he still would see the mistake repeated often in print. Continuity is important in any effort to improve the language, and for that reason Harris Enterprises has hired a part-time writing coach who will work at the invitation of the group's various editors.

"We must do something," Lee says. "If it is the job of a person to communicate with the written word, that person ought to know how. If you're inattentive to grammar, you lead the reader into mistakes. It's so easy to drop a comma and make a man a polygamist—I call it polygamy by punctuation." An example: John Smith traveled to Las Vegas with his wife Betty.

"The rules are there because they help the reader understand what's being said," Lee says. "To dismiss good grammar as not being necessary authorizes misunderstanding. And that's foolish."

Paula LaRocque, writing coach at The Dallas Morning News, agrees with Lee. Her biweekly critique sheet, F.Y.I., jumps on grammatical lapses and comments on balance, fairness and content. The point, she says, is precision.

"But precise writing demands precise thinking," LaRocque says. "We can't separate writing and thinking; fuzzy writing is the necessary product of fuzzy thinking. And the converse is true. I subscribe to [George] Orwell's statement: 'The English language becomes ugly and inaccurate because our thoughts are foolish, but the slovenliness of the language makes it easier to have foolish thoughts.' "

MANAGEMENT COMMITMENT. Writers and editors can avoid these foolish thoughts, but it's easier to do if newspaper management insists on clear writing and competent editing. On this point, nearly everyone agrees. When management pays money to improve the written word, staffers take notice.

"Even the smallest newspaper could find someone to read the paper for a month and analyze it, get specific suggestions for how to improve it and bring that person in for a week," Tatarian says. "It's not going to make any substantial dent in any newspaper's bottom line to invest in this way. There isn't a newspaper in the country that can't afford it. The notable thing is that those papers that do this are those least in need of it. The really rotten papers regard it as a frivolous luxury."

What else can publishers and editors do? The first thing they ought to do is read Murray's chapter, "Developing and Keeping Writers," in *Improving Newswriting*. They also can stock small libraries and insist that staffers consult them. They can post good and bad examples on bulletin boards. They can schedule brown-bag lunches specifically to discuss the language and how it is used in their papers. They can call writers' hotlines for help with specific questions. [See list, p. 31.] They can *think*.

They also should reserve a place in the paper once a week or once a day that celebrates fine writing, says Murray. "You can't say that writing should be improved and not have it demonstrated in the paper," he says. "The paper should reward its best writers. Why do editors become editors? It isn't because of some religious calling. It's because of money. The payoff comes to editors. We need to make payoffs to writers."

Most important, publishers and editors can *read*—a piece of advice offered so frequently that it somehow has lost impact.

And they can follow the advice Bremner gave recently to the managing editor of one of the country's largest newspapers: "The first way to improve writing in your paper comes before the fact," he wrote. "Be painstakingly careful when you hire. Don't rely on clips. Test your prospects on the spot. Give them a couple of outside feature assignments. Hire only on probation. Don't be afraid you'll lose them if you hire them on probation. Your reputation will retain great prospects. If it doesn't, you're better off without these mental giants.

"Your immediate problem, however, is after the fact. What do you do about the staff you already have? You can arouse their enthusiasm and reinforce their resolve with temporary fixes from wandering gurus. But these surges are only temporary. I know of no approach better than the resident guru, or writing coach. But the guru approach won't work unless: 1.) He is full-time; 2.) He is well-paid; 3.) He has a solid reputation as a writer and a teacher. He is personable and compassionate, but authoritative, and his patients come to him voluntarily."

LaRocque of The Dallas Morning News adds to Bremner's advice. "The temptation is strong for editors to hire writing coaches and then assign all sorts of other duties," she says. "This will sabotage the other effort. The coach must have the time and freedom to devote to the job."

Writing coaches, workshops, seminars, critiques and all the other efforts to improve language constitute a positive sign for American newspapers. "They realize that they need help," Bremner says. "That's the most important point."

If the movement to improve the language continues, newspapers one day may become repositories of great writing. Until then, the critic, unlike the skunk, can perform a valuable service. ☐

Writing Coach Paula LaRocque says newspapers are not major abusers of English. See essay, p. 34.

Help with Grammar Is Just a Phone Call Away

You're on deadline. You have a question about some fine point of grammar. There's no writing coach or other language expert available in the newsroom. What do you do?

You pick up the telephone.

You might try calling the English Department at the local college. Or you can dial one of the special numbers that go by names like "Grammar Hotline," "Grammarphone" or "Writer's Hotline," in which case you'll be talking with a faculty member of an English department at some college or university.

Donna Friedman of Tidewater Community College in Virginia Beach compiles an annual directory of such listings. The 1986 list includes 31 hotlines in 20 states and two Canadian provinces. It shows that most are open only on weekdays and generally from about 9 a.m. until about 4 p.m. Friedman cautions that many of the services reduce hours during the summer and suspend operations during college breaks.

One, that of Frostburg (Md.) State College, accepts long-distance collect calls by virtue of grants from the Maryland Committee for the Humanities, Frostburg State College Foundation and C&P Telephone Co.

Another hotline, that of Raymond Walters College in Cincinnati, tape records the grammar question for a subsequent return call; long-distance calls are returned collect.

The hotlines, listed alphabetically by state, are:

Alabama

- (205) 826-5749—Writing Center Hotline (Auburn University; Thomas E. Nunnally)

Arkansas

- (501) 569-3162 (University of Arkansas at Little Rock; Marilynn Keys)

California

- (805) 529-2321 (Moorpark College; Michael Strumpf)

Colorado

- (303) 549-2787 (University of Southern Colorado, Pueblo; Margaret Senatore and Ralph Dille)

Florida

- (305) 475-7697—Grammar Hotline (University School of Nova University, Fort Lauderdale; S. Solomon)

Georgia

- (404) 658-2904 (Georgia State University, Atlanta; Dabney Hart)

Illinois

- (217) 581-5929 (Eastern Illinois University, Charleston; Jeanne Simpson)
- (309) 438-2345 (Illinois State University, Normal; Janice Neuleib and Maurice Scharton)
- (312) 456-0300, ext. 254 (Triton College, River Grove; Marie Saeli)

Indiana

- (317) 494-3723 (Purdue University, West Lafayette; Muriel Harris)

Kansas

- (316) 343-1200, ext. 380 (Emporia State University; Linda Palmer)

Friedman of Tidewater Community College takes a call.

Louisiana

- (318) 231-5224 (University of Southwestern Louisiana, Lafayette; Sylvia Iskander)

Maryland

- (301) 689-4327 (Frostburg State College; A. Franklin Parks)

Massachusetts

- (617) 437-2512 (Northeastern University, Boston; Stuart Peterfreund)

Missouri

- (417) 624-0171 (Missouri Southern State College, Joplin; Dale W. Simpson)
- (816) 276-2244 (University of Missouri at Kansas City; Judy McCormick and David Foster)

New York

- (718) 739-7483 (York College of the City University of New York, Jamaica; Joan Baum and Alan Cooper)

Ohio

- (513) 745-4312 (Raymond Walters College, Cincinnati; Phyllis A. Sherwood)
- (513) 475-2493 (University of Cincinnati; Jay A. Yarmove and Jim Crocker-Lakness)
- (513) 559-1520, ext. 133 or 202 (Cincinnati Technical College; Cathy Wiesner and John Battistone)
- (614) 369-4431, ext. 301 (Ohio Wesleyan University, Delaware; Ulle Lewes and Jean Hopper

Pennsylvania

- (215) 437-4471 (Cedar Crest College, Allentown; Karen Coleman and Bea Meyer)
- (215) 932-8300, ext. 460 (Lincoln University; Annabelle Linneman)

South Carolina

- (803) 792-3194 (The Citadel, Charleston; Angela W. Williams)
- (803) 777-7020 (University of South Carolina, Columbia: Marian Rhame)

Texas

- (713) 221-8670 (University of Houston Downtown; Barbara G. Bartholomew)
- (512) 733-2503 (San Antonio College; Vivian Rudisill)

Virginia

- (804) 427-7170 (Tidewater Community College, Virginia Beach; Donna Friedman)

Wisconsin

- (414) 498-5427 (Northeast Wisconsin Technical Institute, Green Bay; Rose Marie Mastricola and Joanne Rathburn)

Canada

- (403) 483-4393 (Grant MacEwan Community College, Edmonton, Alberta; Karl Homann)
- (506) 453-4666 (University of New Brunswick, Fredericton; A. M. Kinloch)

Friedman's directory includes the operating hours of each hotline. The 1987 version will be available in January. To obtain one, send a stamped, self-addressed envelope to Grammar Hotline Directory, Writing Center, Tidewater Community College, 1700 College Crescent, Virginia Beach, Va. 23456.

Lawsuits Are Eroding Employers' Right to Fire

BY CLAUDIA M. JAMES

Employers traditionally have considered it their prerogative to fire an employee "at will." Exceptions to this rule stemmed from special statutes that protect employees, such as the Civil Rights Act of 1964, or collective-bargaining agreements that contain "just cause" discharge provisions.

But since the late 1970s, there has been intensifying erosion of the "employment-at-will" doctrine. The trend began when California, Michigan, New Jersey and Pennsylvania began to recognize more exceptions to the doctrine, allowing employees to pursue wrongful-discharge actions for other reasons [presstime, Feb. 1983, p. 39].

Courts in about 30 states now recognize that in certain circumstances beyond those spelled out in federal law or labor contracts, an employer cannot simply dismiss an employee.

While there have been only a few wrongful-discharge cases in the newspaper business, such lawsuits are here to stay, and avoiding them is a prudent part of a newspaper's personnel policy.

One of the troubling aspects of these cases from management's perspective is that they are tried before a jury and, as in libel suits, juries are generally sympathetic to plaintiffs.

There have been some astronomical awards to aggrieved employees. In California, where a number of the cases have been tried, the average award has been about $400,000.

The suits are based on several theories, including public-policy doctrine, implied contract theory and tort theory. Very often, plaintiffs cite two or more of these theories and may throw in "intentional infliction of emotional distress," libel or slander.

DIFFERENT EXCEPTIONS. Treatment of wrongful-discharge actions can vary from state to state.

Courts have carved out an exception to the at-will doctrine most readily where the discharge is in violation of a public policy. For example, if an employee is discharged for exercising a right protected by law—such as serving on a jury, filing a worker's compensation claim or refusing to take a lie detector test—many courts have found that the employee was wrongfully discharged.

Similarly, many courts have recognized a wrongful-discharge action if an employee is discharged for refusing to commit an illegal act. Courts also have invoked the public-policy exception to the at-will doctrine when an employee is discharged for "whistle-blowing."

Some courts have made exceptions to the at-will doctrine by recognizing an *implied contract* between the employer and employee. The contract may be based on an employment application, a personnel handbook or, in some instances, simply an oral promise.

In one instance, a writer employed by The Christian Science Monitor filed suit after being fired allegedly because of her homosexuality. The Massachusetts Supreme Court said she could be discharged at will because there was no written contract and no showing of bad faith on the part of the newspaper. However, the court did allow the plaintiff to pursue her claims of defamation, invasion of privacy and intentional infliction of emotional distress [presstime, Oct. 1985, p. 52].

This year, the Wilkes-Barre (Pa.) Times Leader prevailed in a wrongful-discharge suit brought by a copy editor. The employee sued after being dismissed for advertising her ice cream stand in a competing newspaper, the Citizens' Voice. A Pennsylvania court held that absent a violation of public policy or a statutory or contractual provision, employment is at the will of the employer. The plaintiff argued that her employment was protected by the Times Leader's employee handbook, but an appeals court upheld a lower court conclusion that the handbook could not be considered a contract [presstime, Aug. 1986, p. 49].

In contrast to the ruling in Pennsylvania is the Oregon Supreme Court's recognition of handbooks as contracts.

In 1978, the Albany (Ore.) Democrat-Herald lost a wrongful-discharge action based on a provision in its handbook. The newspaper, without warning, discharged a proofreader after three months, and the person sued.

The court held that handbook statements could be considered terms of a contract, even though the employee received the book two days after starting work. The court also found that the company had not followed the handbook's counseling and transfer provisions.

Some courts have recognized a contract on the basis of a verbal promise, usually coupled with some type of additional

Margaret Genovese

It is not as easy as it once was to tell an employee to pack his belongings and leave.

James is ANPA assistant general counsel.

"consideration"—an action the employee takes based on the promise. For example, a jury returned a verdict of $25,000 against The Free Press in Quakertown, Pa., for wrongfully discharging a reporter who had moved from another city in reliance on an editor's promise of a year's employment.

MAIN CONSIDERATIONS. In dealing with the reality that employees no longer serve totally at the whim of the employer, newspaper executives should keep these points in mind:

- A number of states have not recognized any new exceptions to the employment-at-will doctrine. Many allow only wrongful-discharge suits based on the public-policy-violation theory. Manuals, employment applications and oral promises can be the basis of a lawsuit only in states that recognize the implied-contract theory.
- Handbooks generally are a valuable tool allowing an employer to set uniform policy and avoid arbitrary treatment that can breed suits. However, newspapers in states where courts might liberally construe a handbook as a contract should review provisions to which they are not willing to be held—for example, a just-cause standard for termination or a requirement for counseling prior to dismissal.

In addition, language should be added to the effect that "this handbook is a statement of employer policy, which does not constitute a contract and which may be changed at any time." A newspaper also may want to consider writing the discharge clause to specify that employment is at-will and may be changed at any time. Some employers are also getting signed statements from employees acknowledging that the handbook is simply a policy statement.

A newspaper should also consider adding a statement to its employment application form setting forth the employer's right to discharge employees, and requiring the signature of a prospective or new employee.

- Personnel administrators or anyone else involved in hiring should be cautious about oral or written statements made to a prospective employee, keeping in mind that depending on state law, an employer may be held to them later.
- An accurate personnel file, including realistic performance appraisals and fair warnings, will serve the employer well if it becomes necessary to terminate an employee. This is especially true where an employer will be held to a just-cause provision contained in a collective bargaining agreement or an employee handbook. □

If you can read these words you have a lot to be thankful for.

Sixty million people in America cannot read these words nor can they write their own. The rest of us often take these basic tools of life and living for granted.

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Despite Writing Woes, Journalists Are Not Destroying The English Language

BY PAULA LAROCQUE

Anyone who spends much time leafing through the public's catalog of press ills is familiar with the fashionable description of journalists as illiterate contributors to the demise of the English language.

The absurdity of such criticism is manifest: The English language is thriving, not dying, and whoever reads and writes cannot correctly be called illiterate. But absurdity aside, what spurs such criticism? Errors in grammar, spelling, punctuation and usage, in part. Typos. The over-simplification of complicated and specialized material. Clumsy, cliche-ridden, faceless prose.

Those flaws are lamentable, and most journalists are working hard to eradicate them. But are such flaws anything new? Are they chiefly the province of journalism? Do they destroy the language?

A larger question is whether journalism fails in function. Two professors, having written a provocative but unreadable treatise, approached a journalist of my acquaintance. A magazine would publish the work, they said, if they rewrote it so that people would understand it. Could my friend rewrite it for them? He could and did. And the academics studied the new manuscript dispiritedly. *You've popularized our work,* they said.

God forbid it should be popular.

Are journalists trashing the language? *Is* it moribund in their hands? Language is a code that transfers meaning; its function is to communicate. The journalist's task is to communicate effectively with a mass audience of varying levels of experience, intelligence and expertise.

Journalists not only must find the code shared by most, they must find it with great haste. Many newspaper stories are conceived, assigned, researched, written, edited, typeset, printed and distributed within hours. Those stories must be clear, accurate, fair, complete and economical. If they are also interesting, imaginative and entertaining, so much the better.

Paula LaRocque

Could the academics in the above anecdote communicate? They took months to write a piece that few could understand. When the spare skeleton of their message was drawn from its shroud of academic obscurity, they stared in horror. Translated, "popularizing" a piece means making it accessible. Accessibility is not the priority in most academic, governmental, legal and other bureaucratic communications.

Just about everybody contributes to the general shoddiness of the language. The mass media's chief guilt is that they disseminate it.

Some readers assume that grammatical, spelling and punctuation errors occur because journalists are stupid or careless or both. Doubtless some are. But most such errors happen because of time constraints. Deadline pressure is no excuse, but it is a reason.

Errors in usage are another matter. They do spring from ignorance. But much of what would-be purists protest is simply the natural, inevitable evolution of the language. We don't speak Elizabethan English because we're not Elizabethans. The vocabulary changes; words die, are born, metamorphose.

I'm reminded of a reader's note excoriating a reporter for misusing enormity. That word's traditional meaning is "morally deviant or wicked," but the reporter had used it to denote size. Upon that slender thread hung the heavy accusation that journalists are *illiterate.* The imprecision called for correction rather than eternal damnation.

Words don't have "real" meanings, after all; they must mean, finally, what most people think they mean. That's not to say that journalists should jump on the bastardization bandwagon the instant they see a word in transition. They should adhere to accepted usage—not because they can keep the language from changing or because the old meaning is better than the new, but because misusing a word alienates knowledgeable readers.

All that said, it's still true that some newspaper writing is lame, formulaic, dull, graceless, chaotic and lacking the meaningful transitions that ease and clarify the flow of ideas. The newsroom cannot be unaffected by the erosion of verbal skills shown by a decline in college entrance examination scores beginning in 1964 and persisting for nearly two decades. Errors in basic English continue to debase newspapers. Typos, poor things that they are, will always be with us. Because of time constraints, journalists must continue to use language for craft rather than art.

Does that mean journalists are killing off the language? Of course not. America has linguistic geniuses of every kidney—novelists, playwrights, poets, artists who have the time, talent and inspiration to use language for art rather than craft.

Are journalists among them? Sometimes, only sometimes.

But their product—a successful product, all things considered—is out on the front step. Every day. ☐

LaRocque is writing coach of The Dallas Morning News. Before joining the News, she taught creative, technical and journalistic writing at Western Michigan, Texas A&M, Southern Methodist and Texas Christian universities.

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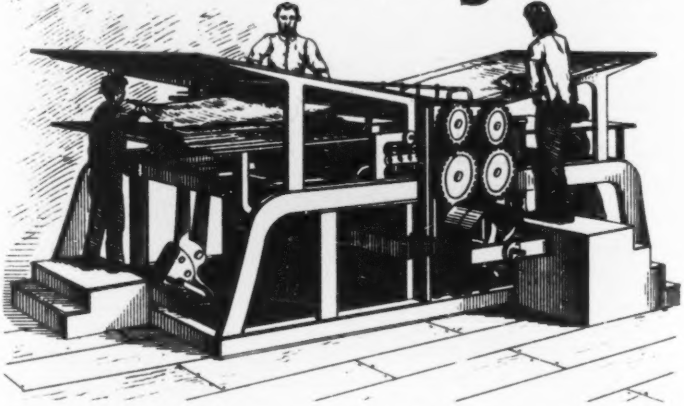

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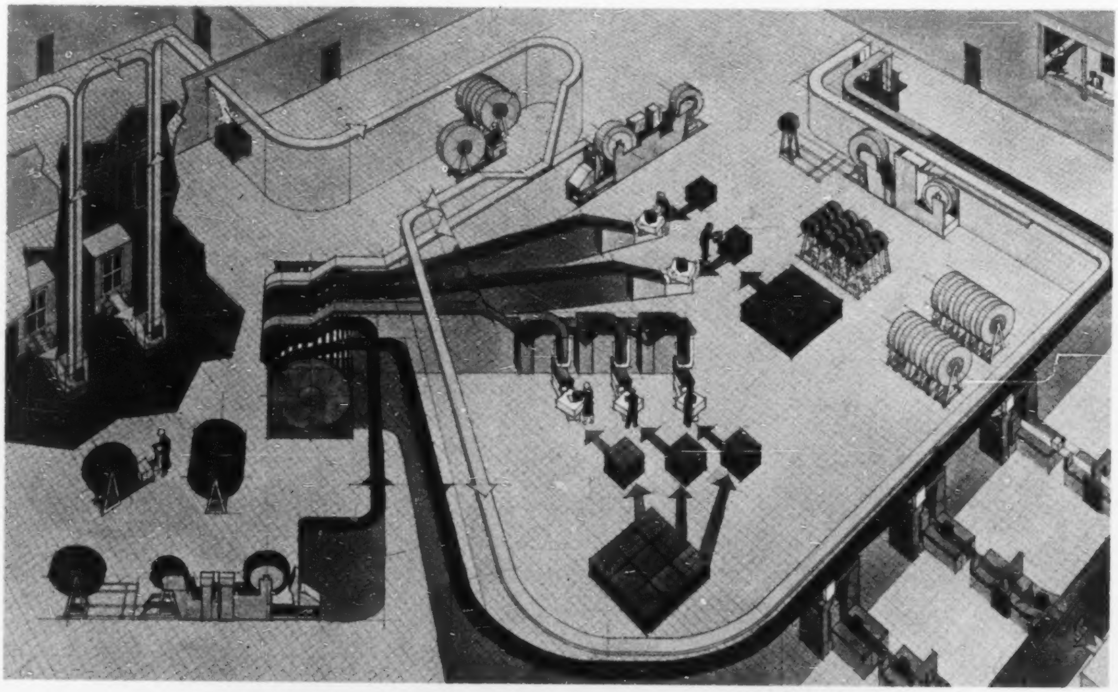

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PROFILE

Janet C. Sanford

Former API discussion leader makes meteoric career moves to publisher

BY MARGARET GENOVESE
presstime staff writer

In nearly four years as an associate director of the American Press Institute, Janet C. Sanford organized and moderated 23 seminars and sat in on numerous others. By mid-1982, close to 700 newspaper people had crossed her path at the Reston, Va., newspaper-industry training facility.

And she was "restless."

"I had all of this information and all of this knowledge and I couldn't put it to use," she recalls. So when the right opportunity came along, she jumped from the theoretical back to the practical side of newspapering.

First, she went to Gannett Co.'s USA Today as senior states editor. Two years later, she took over as president and publisher of Gannett's Visalia Times-Delta, a 21,166-circulation daily in California's San Joaquin Valley.

In the two years Sanford has been there, the Times-Delta has installed a 10-unit offset press, begun a building expansion project, switched from afternoon to morning publication and made editorial changes.

"She's a terrific idea person," says Nancy J. Woodhull, senior editor of USA Today. "She knows a lot about journalism and the way the industry operates. But she comes at it from a very entrepreneurial point of view. She doesn't allow the traditions of the past to dictate how she does something."

At 56, Sanford's "just beginning to take off," says Woodhull.

The story of Sanford's career path began with a tragedy, the suicide of her journalist husband in 1977. Thomas K. Sanford Jr. shot himself the day after he resigned as assistant managing editor of The Arizona Republic. Janet Sanford was editor of Today's Living section of the Republic's sister newspaper, The Phoenix Gazette.

With two children in college and a third who was a junior in high school, Sanford decided to leave the newspaper. "I needed to double my income, and there was no way in that organization that that was going to be possible," she says.

At that point, Sanford had been in newspapering in Arizona on and off for about 30 years. Raised on a farm, she had worked part time as a reporter for the Mesa Journal Tribune during high school and became the weekly's full-time women's editor when she graduated. Three years later, after the paper went daily and her women's section won a statewide competition, Sanford was hired as assistant women's editor by The Arizona Republic, the state's largest newspaper.

She left the Republic two years later, in 1952, to have her first child, returned a year later as women's editor and shortly after left again, to have her second child. For the next 16 years, she worked from home, writing a column for the Republic and filling in for staffers on leave. She also wrote a column for the Chicago Daily News and, for six years, covered Phoenix for Fairchild Publications.

To help pay for her oldest child's college costs, Sanford returned to work full-time in 1970 as women's editor of The Phoenix Gazette.

It was then that she attended her first API seminar, for women's-page editors. Sanford so impressed the API staff that she was asked to come back as a discussion leader five times.

When she began looking for a job after her husband's death, she contacted Dorothy Jurney, a retired editor for Knight-Ridder who was working as a head-hunter specializing in identifying talented women journalists. Jurney recalls she was "extremely impressed" by Sanford and set up a series of interviews.

Sanford took the "first job that interested me in the salary range," with the Farm Journal in Philadelphia. She had been there only six months when API offered her the job as its first female associate director.

Sanford says she had already discovered that she didn't like the slower pace of magazine journalism. "I'm a person who thrives on rapid change," she says. "I want to be on top of things, out there on the cutting edge."

"She was everything that we wanted an associate director to be," says API's Director Frank Quine. "She had a marvelous way of working with the seminar members," of being in command of the group, but not dominating it.

But after a while, Sanford says, she began to think: " What next?" The answer came when she saw prototypes for USA Today. "I just thought the idea was sensational," she says. "I had been sitting in this conference room and listening to what we should be doing to build readership . . . and here was a newspaper that I thought was designed in response to reader needs."

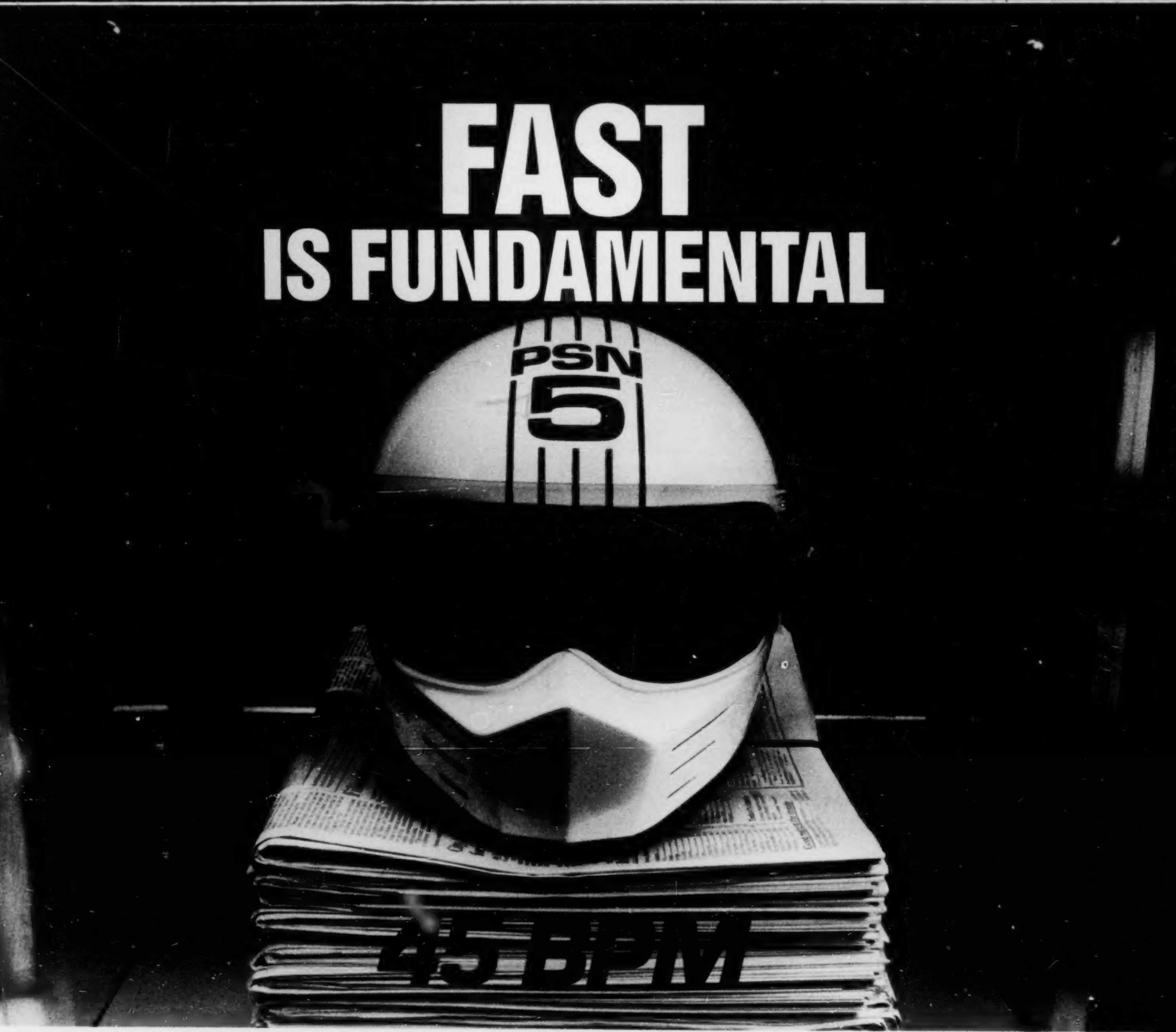
She was hired in July 1982 and given the task of organizing coverage for the national daily's "Across the USA" section, which is comprised of news briefs from all 50 states.

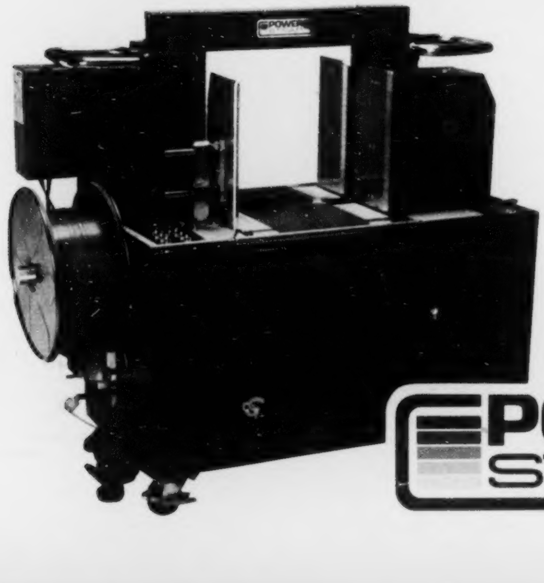
Although she calls working on the start-up of USA Today "an incredible life experience that I wouldn't trade for anything," it wasn't long before she was ready to move on. She indicated that she would be interested in becoming a publisher, and Gannett obliged, naming her a general news executive at the San Bernardino (Calif.) Sun in April 1984 and about a month later to publisher in Visalia.

She says she is "not bored yet." One reason is that in this job, "unlike any other job I've ever had . . . you are really in charge."

A vigorous woman who enjoys golfing, hiking and running, Sanford is involved in several community projects and also spends time visiting her four children, all of whom live in California.

She also has returned twice to API. But now, instead of sitting in that conference room listening, she's doing the talking. ☐





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REGULATIONS

Newspapers asked to include more minorities in real estate ads; Post enters agreement

A national lawyers' organization has targeted seven U.S. cities where it intends to review newspaper real estate advertising for racial bias.

William L. Robinson, director of the Lawyers' Committee for Civil Rights Under Law, said he will meet Sept. 19 with representatives of local lawyers' committees in Boston, Chicago, Denver, Los Angeles, Philadelphia and San Francisco. "The preliminary indications are (that) our local directors are quite interested in this problem," he said. Robinson said he expects a law firm in New York City to work with the committee there, also.

Already, a local chapter has negotiated an agreement with The Washington Post to include at least 25 percent blacks among the people in its real estate display ads and to increase the prominence of the Equal Housing Opportunity logo. It is in negotiations with The Journal Newspapers, a group of five dailies that circulate in the Maryland and Virginia suburbs surrounding Washington.

However, another newspaper contacted by the chapter, The Richmond (Va.) Times-Dispatch, has declined to work with the group. "We don't have any intention of negotiating agreements with various groups around the country," said J. Stewart Bryan III, president and publisher of Richmond Newspapers Inc. "We believe in following the law and doing what's right, but not negotiating with groups such as theirs."

The Washington Post adopted specific standards on the use of human models in real estate display ads and on the size of the Equal Housing logo, effective Sept. 5, after the Washington Lawyers' Committee for Civil Rights surveyed 1,600 Post real estate ads between Jan. 1, 1985, and April 19, 1986. The committee found that slightly more than 98 percent of the people in the ads were white. According to the Metropolitan Washington Council of Governments, blacks make up approximately 28 percent of the Washington metropolitan region's total population.

The logo sizes adopted by the Post are those suggested in 1980 by the Department of Housing and Urban Development to assist the media and advertisers in complying with Title VII of the Civil Rights Act of 1968, which prohibits discrimination in advertising of housing on the basis of race, color, religion, sex or national origin [presstime, Oct. 1980, p. 12].

The guidelines also advise that: "If models are used in display advertising campaigns, the models should be clearly definable as reasonably representing majority and minority groups in the metropolitan area and both sexes. Models, if used, should portray persons in an equal social setting and indicate to the general public that the housing is open to all without regard to race, color, religion, sex, or national origin, and is not for the exclusive use of one such group."

Terry Alan Scanlon, an attorney with the Washington lawyers' committee, said surveys had been done of ads in The Journal Newspapers and the Richmond newspaper but declined to give findings. "I don't want to make it look like we are trying to make the case in the press at the same time we are negotiating with these companies," he said.

Geoffrey Edwards, publisher of The Journal Newspapers, said his group is "likely to come to agreement" with the committee. However, he said, the agreement would not be the same as the one with the Post because the newspapers do not have the same circulation area.

Copies of the HUD fair-housing guidelines are available from ANPA. ☐

Clarion-Ledger sued, will change practices

The Clarion-Ledger of Jackson, Miss., agreed to a consent decree with the Justice Department Aug. 22 requiring the newspaper to cease publishing housing rental ads that indicate racial, religious and sexual preferences and limitations.

The decree resolves a civil suit, filed by the Justice Department that same day, charging the newspaper with violating the Fair Housing Act of 1968.

The suit cited eight ads, published between Sept. 25, 1985, and Jan. 4, 1986, containing such words as "white male," "room to rent to female," "ladies preferred," "white house," "Christian home," "female only," "black mature person," "gentleman," "settled man preferred," and "white refined middle-aged Christian lady."

Kenneth W. Andrews, president and publisher of the Clarion-Ledger, said the complaint stemmed from housing-to-share classifieds. "We had been following a practice of allowing people to say 'Christian male' or 'Christian female,' or 'white female' or 'black female.'"

"We weren't aware at that time that this was a violation of the act, but when it was called to our attention, as the consent decree said, we certainly agreed to comply," said the publisher of the Gannett Co. daily.

REGULATORY NOTES

- Effective July 21, the Occupational Safety and Health Administration lowered the permissible **occupational exposure limit to asbestos** to 0.2 fiber per cubic centimeter of air from 2 fibers per cc as an eight-hour, time-weighted average.

In light of this new, "much more restrictive" standard, newspapers would be well-advised to determine whether they have asbestos in their plants and, if so, whether it is in good repair, said Richard W. Neergaard, ANPA manager/environmental services. It is possible that in some older newspaper plants, asbestos was used to insulate pipes and/or boilers, he said.

- An administrative law judge Aug. 4 dismissed a Federal Trade Commission **complaint against an R.J. Reynolds Tobacco Co. advertisement.** Montgomery K. Hyun ruled that the ad in question, which took issue with a government study, constituted "noncommercial speech and as such lies beyond the subject matter jurisdiction" of the FTC. The FTC staff, which argued that the ad was commercial speech, will appeal the dismissal to the commission [presstime, July 1986, p. 63].

ANPA Health, Safety Symposium Oct. 2-3 in Denver

Scientists overseeing the federal government's studies of black news ink and video display terminals will be among the speakers at the sixth annual ANPA Health and Safety Symposium Oct. 2-3 at the Denver Marriott Hotel-City Center.

William C. Eastin Jr. of the National Institute of Environmental Health Services will report on the status of the National Toxicology Program's study of black ink for possible cancer-causing effects. Teresa M. Schnorr of the National Institute of Occupational Safety and Health will discuss NIOSH's study of possible adverse effects on pregnancy from the use of VDTs.

Registration fee is $375. Forms have been mailed to ANPA-member newspapers. For more information contact Edward E. Kastenhuber, ANPA technical specialist, at The Newspaper Center, Reston, Va. □

FCC sets new 'must-carry' rules

The Federal Communications Commission Aug. 7 unanimously adopted new "must-carry" rules that for the next five years will govern inclusion of local broadcast TV channels among cable TV offerings.

The new, less-restrictive rules replace those struck down last July by a federal appeals court as violating the First Amendment rights of cable operators.

The commission said the rules are only interim regulations, to be in effect while cable subscribers' TV sets are equipped with devices that will allow switching between cable and over-the-air TV reception [**presstime**, April 1986, p. 48]. □

Detroit JOA delay

The Justice Department Aug. 22 extended for one month the time for filing public comments on the proposed joint operating arrangement between the Detroit Free Press and The Detroit News. The extension was made because the department had not yet ruled on the newspapers' requests that some documents submitted in connection with their JOA application be kept confidential. The new deadline is Sept. 23 [**presstime**, Aug. 1986, p. 36]. □

LEGISLATION

ANPA faults tobacco ad-ban bill

ANPA's concern over a proposed ban on tobacco advertising stems from its concern about the "free flow of information," not about the flow of dollars to newspapers, the Association's executive vice president told a congressional subcommittee.

Tobacco advertising accounts for less than 1 percent of the approximately $25 billion spent on newspaper advertising per year, Jerry W. Friedheim said in response to a question from a member of the House Commerce Committee's Subcommittee on Health and the Environment.

At the Aug. 1 hearing, the subcommittee heard testimony on tobacco advertising in general, as well as on a bill (HR 4972) that would ban all advertising of tobacco products [**presstime**, Aug. 1986, p. 37].

ANPA's Friedheim testifies.

Friedheim said the "free flow of information—including competitive, commercial information—is a bedrock essential to a free society."

"Banning truthful advertising of legal products is wrong," he said, "and it is a misguided approach to health issues."

Also testifying was William F. Gorog, president of the Magazine Publishers Association. "If you really want to do something to cure the ills you perceive, develop programs to educate people," he said. "Bans don't seem to work, yet the censorship will have lasting, adverse impact."

Reagan administration representatives testifying on the bill were divided. Surgeon General Dr. C. Everett Koop said he personally endorsed the bill. But Douglas W. Kmiec, deputy assistant attorney general, said the proposed ban "raises difficult First Amendment questions" and "serious issues of legal policy."

The First Amendment issue has been "greatly clouded by an inconsistent Supreme Court jurisprudence," Kmiec said, referring to the U.S. Supreme Court's recent decision in *Posadas de Puerto Rico Associates v. Tourism Company of Puerto Rico*, which upheld a ban on the advertising in Puerto Rico of local casino gambling [**presstime**, Aug. 1986, p. 34]. The constitutionality of the bill "depends on whether *Posadas* represents an entirely new approach to the constitutional evaluation of restrictions on commercial speech or whether it is an aberrational decision," he said. □

Justice would back JOA change

The Justice Department would support legislation to bring distribution of total-market-coverage publications within the scope of the antitrust exemption provided by the Newspaper Preservation Act.

However, in a July 22 letter to the chairman of the Senate Judiciary Committee, Assistant Attorney General John R. Bolton said the agency would not support extending the exemption to "electronic publication" because, unlike TMC, such activity is not currently "part and parcel of the business of publishing a newspaper."

The Preservation Act gives antitrust immunity to newspapers with joint operating arrangements in cases where one paper is "failing" economically. The Judiciary Committee is considering S 2314, which would extend the immunity to TMC and to electronic publishing by making several changes in the act.

Bolton said the department would not endorse the bill as introduced, and he suggested some changes.

"We think the Justice Department letter is very positive and helpful and provides a meaningful approach to the problem, which in most respects is satisfactory to us," said Donald B. Holbrook, who represents The Salt Lake Tribune, The Deseret News and the Newspaper Agency Corp. of Salt Lake City, which conducts business operations for both. □

Dole bill concerns addressed

The chairman of the Senate Commerce Committee has declared that newspapers' concerns about the proposed transfer of jurisdiction over the AT&T consent decree "merit attention."

Sen. John C. Danforth (R-Mo.) made the statement in the Senate Aug. 11 while discussing a bill (S 2565) offered by Senate Majority Leader Robert J. Dole (R-Kan.) that would order the transfer from a federal court to the Federal Communications Commission.

In a 132-page document submitted to Danforth's committee in July, ANPA said any legislation that affects the consent decree should retain the decree's provisions restricting AT&T and the spun-off Bell operating companies from offering electronic information services over their own facilities [presstime, Aug. 1986, p. 62].

Danforth said his staff is drafting amendments to the Dole bill to ensure that the FCC has "no doubt about congressional intent." He said it was important that the commission consult with the appropriate executive branch agencies on matters of telecommunications policy, trade policy and antitrust policy.

"In addition," he said, "the newspaper publishers have expressed some concerns to me, and I believe that their concerns merit attention."

Saying he shares Dole's goal of getting the bill passed this year, Danforth said he intends to hold hearings on the bill immediately after Congress reconvenes Sept. 8 following its August recess.

Although the Senate is expected to take the lead on telephone issues, a bill has been introduced in the House that would allow the BOCs to go into information services (and the manufacturing of telecommunications equipment), subject to rules developed by the FCC.

As introduced, HR 3800 would maintain the consent decree's prohibitions regarding electronic publishing. The bill's authors, Reps. Al Swift (D-Wash.) and Thomas J. Tauke (R-Iowa), have said they may introduce additional language "to address some of the concerns that had been raised by newspaper publishers," according to an aide to Tauke.

LEGISLATIVE NOTES

- The Senate Judiciary Committee Aug. 14 voted 13-5 to **approve the nomination** of Justice William H. Rehnquist to be chief justice. The vote to approve the nomination of Court of Appeals Judge Antonin Scalia to the Supreme Court was unanimous [presstime, Aug. 1986, p. 37].

  The nominations are expected to be considered by the full Senate the week of Sept. 8.

- The House Energy and Commerce Committee Aug. 7 approved legislation that would create a "media advisory board" to advise the government on **drug abuse education**. Members of the print media would be included.

  Initially, a House subcommittee had considered naming associations, such as ANPA, to membership. That idea drew opposition from ANPA and was withdrawn. "Media organizations should not, in our society, be made formal parts of any government entity. Rather, the volunteer advice of experienced individual media executives may be sought by government leaders," the Association said.

- The Senate July 29 voted 78 to 21 to permit live, gavel-to-gavel **TV and radio coverage** of its proceedings on a permanent basis [presstime, April 1986, p. 48].

  However, still cameras are still barred. The Standing Committee of Press Photographers, which has been trying to gain access to the Senate for still photographers, recently asked that they be permitted there during "important debates and votes."

  The Senate Rules and Administration Committee discussed the request briefly but did not take any action.

- After protests from media organizations including ANPA, Sen. Ted Stevens (R-Alaska) agreed to amend his proposal to create new penalties for persons **convicted of espionage** in such a way that it would not apply to the media [presstime, Aug. 1986, p. 37].

- The Canadian Pulp and Paper Association warned that the Omnibus Trade Bill passed by the U.S. House of Representatives **could raise the price of Canadian newsprint** imported into the United States.

  The bill currently deals only with softwood and other natural resources, not newsprint. But CPPA said the bill's language "could be used to impose large duties on all Canadian forest product exports to the United States."

  ANPA, which has expressed concerns about HR 4800, is monitoring its movement.

COURTS

Newsrack ordinance fights have different outcomes in U.S., Canada

Canadian and U.S. newspapers met with differing results in recent newsrack cases.

The Toronto Globe and Mail won the right to place newspaper vending boxes in public places in Quebec City and now is taking aim at Montreal. However, The Plain Dealer in Cleveland lost its bid to overturn the full effects of an anti-newsrack ordinance in Lakewood, Ohio.

The Quebec Superior Court dismissed the city's attempt to bar the boxes. The court ruled that the law preventing newspaper vending boxes violated Canada's Charter of Rights and Freedoms.

Nicholas Russo, The Globe and Mail's circulation director, said the newspaper studied similar cases in the United States. Quebec is the only province that allows cities to forbid vending boxes on street corners and in other public places.

In the Ohio case, a three-judge panel of the 6th U.S. Circuit Court of Appeals upheld a lower court ruling that Lakewood's ban of newsracks in residential areas is constitutional. The court overturned other parts of the ordinance having to do with permit approval, design approval and insurance.

The Plain Dealer has asked for a rehearing by the entire appeals court.

5 media groups blast contempt conviction

Five media organizations filed two separate briefs with the 1st U.S. Circuit Court of Appeals, which will consider an appeal by The Providence Journal of its criminal contempt-of-court conviction.

After the Journal violated a temporary restraining order forbidding it to publish information about a reputed organized crime figure, it was fined $100,000 and the executive editor given a suspended 18-month sentence and ordered to perform 200 hours of public service [presstime, May 1986, p. 62].

In their brief, CBS Inc., The New York Times Co. and The Washington Post argued that the order was "a transparently invalid order that could be disobeyed." The Hartford Courant and the Concord (N.H.) Monitor focused on the penalties, calling them "grossly excessive and totally without justification."

WHAT'S BLACK AND WHITE AND GRAY ALL OVER?

THE CHRONICLE

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TV becomes a shopping center

Discount shopping on cable and UHF television stations is sweeping the country with all the rage of the hula-hoop fad. Whether it's a passing fancy that will abate in time remains to be seen, but currently the market is expanding almost daily.

The leader in the field is Home Shopping Network Inc., based in Clearwater, Fla. Home Shopping announced in August it had purchased three UHF television stations that will form the nucleus of what a spokesman called "a new national broadcast network."

The three stations are WWHT in Newark, N.J., and WSNL in Smithtown, N.Y., from Wometco Broadcasting Co.; and WVJV in Boston from Channel 66 Associates. Home Shopping said it paid $45 million for the three.

The ink was hardly dry on that announcement when Home Shopping announced the purchase of a fourth UHF station, WKJL, in Baltimore from Family Media Inc., and said it had agreed to buy yet another, WSJT, in Philadelphia.

Ultimately, the company plans to own 14 UHF stations in the 25 top broadcast markets in the country, said Public Relations Director Judy Luden.

Meanwhile, Crazy Eddie Inc., a discount electronics chain in Brooklyn, N.Y., announced it is negotiating with cable TV systems across the country to start over-the-air sales.

And there are about two dozen other cable operators producing their own discount-shopping shows, said industry analyst Gary Arlen of Bethesda, Md.

Home Shopping began in Clearwater in 1982 as an experiment and began to broadcast nationally in March 1985, said Luden. So far, the company has attracted 350,000 home-shopping "members" who spend an average of $32 a year in purchases, she said. As an incentive, the company offers newcomers a $5 gift certificate applicable to their first purchase.

The company sells an estimated 40,000 different items, including household goods, appliances, electronic equipment, luggage and china. The programs feature live hosts describing the discounted products and their prices. A toll-free 800 number is available for customers to place their order.

The company offers 24-hour continuous programming, but most cable companies purchase a segment of two to four hours, Luden said. Sales for the past nine months totaled $106.8 million, according to company financial statements, and they are growing by the month.

The company began offering its stock publicly in May. The first day a share opened at $18 and rose steadily to $42 by the close, Luden said. It was selling at more than $100 in late August.

Arlen said the antics of the hosts, who sometimes come on like high-pressure used-car salesmen, contribute to the entertainment factor of the home-shopping television show. "I don't think it's necessarily a passing fad," Arlen said, "but it may level off after it hits its peak, like home video games." ☐

Louisville papers stop cable project for text, ads

The Courier-Journal and Louisville Times Co. is ending a five-year project to deliver text news and classified ads over cable television. The company said the program would cease Sept. 3.

"We never found a winning formula," said Bernard L. Block, senior vice president of the newspaper company, which was acquired by Gannett Co. in May. "There just was not sufficient viewership and revenue to justify continuing."

The company began with a 50-50 format of news and classified ads, said Robert Anderson, the cabletext director. The first two years after the program started, the classified ads "sustained" the program but not enough to put the enterprise into the black, he said.

If the paper had deleted the news and simply run continuous classified ads, it might have been profitable, he suggested. But the paper felt it had an obligation to carry the news.

Surveys showed people watched local news but were not interested in wire copy, Anderson said. ☐

31 NEWSPAPERS

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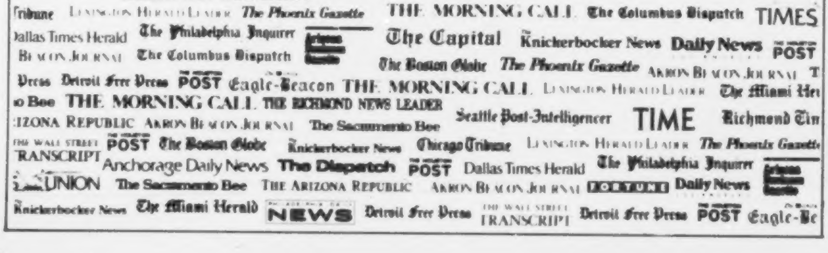
NEWS
THE WALL STREET TRANSCRIPT
Richmond Times-Dispatch
Anchorage Daily News
The Phoenix Gazette
THE MORNING CALL
The Columbus Dispatch
TIMES
Dallas Times Herald
The Philadelphia Inquirer
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TIME
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Chicago Tribune
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Postal Affairs

ANPA wants change in proposal governing mail permits

ANPA has asked the U.S. Postal Service to ease up on a proposed rule change that could make it easier for USPS to revoke second-class mailing privileges.

The change, USPS said, is designed to strengthen the Postal Service's right to revoke a mail permit when a mailer does not pay adequate postage.

Postal officials said the proposal stems from a problem in which many mailers have not covered deficits in their USPS accounts that are maintained to pay postage bills. USPS wants clear-cut power to revoke privileges "for any noncompliance" of regulations.

ANPA said the proposal has "serious due process flaws." It said that before a permit is revoked, mailers should be able to have a postage-bill dispute heard by a court, not just by postal administrative authorities as regulations now specify.

Mailers need such protection because mailing account deficiencies "sometimes result from legitimate legal or policy disputes," ANPA said, or from newspapers' receiving "unreliable guidance" from post offices.

ANPA also said regulations should contain a "hardship exception" for publishers who would suffer severe economic consequences if forced to make deficiency payments. ☐

Tisch named postmaster general

Loews Corp. President Preston Robert Tisch Aug. 6 was named U.S. Postmaster General. He succeeded Albert V. Casey [**presstime**, Aug. 1986, p. 38].

The 60-year-old Tisch, the nation's 68th postmaster general, said after his appointment that no postal rate increase is imminent. "We are not talking at the Postal Service about a rate increase," he said. "We are not even in the process of putting together a rate case" to be submitted to the Postal Rate Commission. ☐

Subsidy reconsidered

Congress once again is considering reinstating the subsidy for mailing fewer than 5,000 copies of a second-class publication in a contiguous county of publication.

A similar proposal was defeated in late June [**presstime**, Aug. 1986, p. 38]. ☐

Education

High school journalism in crisis, college educators are told

The president of the national organization of journalism school administrators has announced plans for a "summit meeting" on high school journalism education.

"I think we need a coming together for a concerted effort on the part of journalism education in the high school because there definitely are some problems," said Richard R. Cole, president of the Association of Schools of Journalism and Mass Communication.

The gathering is planned for May 3, 1987, in New York City, immediately preceding the ANPA Convention. Representatives from a wide range of media organizations will be asked to participate, said Cole, dean of the School of Journalism at the University of North Carolina.

Problems besetting high school journalism were brought to the attention of the nation's college journalism professors in August.

In a speech to the Association for Education in Journalism and Mass Communication, a leader in the high school journalism field said the situation has reached "crisis proportions." Dorothy McPhillips, president of the Journalism Education Association that represents high school journalism teachers and publication advisers, said there are multiple causes: "students without time, teachers without training, schools without curriculum . . . administrators with fears, counselors with prejudices and parents with misinformation."

In addition, she said, "we have journalism professors and professionals who do not believe (in high-school journalism) and therefore do not support" it.

According to McPhillips, the matter has serious implications for college journalism programs and for professional media. "The feeling seems to be that you don't really get trained in journalism until you get to college, and you don't really begin journalism training until you're a college junior or senior," she said. Although that may be true, she said, it "ignores the reality of where the spark of interest is ignited."

Addressing AEJMC's Aug. 3-6 convention at the University of Oklahoma in Norman, McPhillips traced some current problems to the 1983 report, "A Nation at Risk," by the National Commission on Excellence in Education. The report recommended increased requirements in English, science and math, and that had the effect of "pushing journalism programs out of the high school curriculum," she noted.

According to a proposal McPhillips distributed at the convention, two problems need to be addressed: how to change attitudes toward secondary school journalism and how to improve teacher training.

Several papers presented at the convention also dealt with high school journalism.

One, by Jack Dvorak of Indiana University, found that college freshmen who had been on the staff of a high school newspaper or yearbook earned "significantly higher" scores in 10 of 12 academic categories than those without such experience. The study examined 19,249 college students who completed their freshmen year in 1984.

A second phase of Dvorak's study supported McPhillips' contention that high school journalism sparks interest in journalism as a career. Students who had high school publications experience were found to be four times as likely to choose journalism/communications as a college major and career goal.

Another study found more than two-thirds of high school principals but only one-third of publications advisers believe school administrators should prohibit publication of "harmful" articles, even if they are not libelous, obscene or disruptive. In their nationwide study, J. William Click of Louisiana State University and Lillian Lodge Kopenhaver of Florida International University received responses from 222 schools.

Also at the AEJMC convention, members passed a resolution noting "disturbing trends" in journalism and directing the organization to consult with professional media groups to "design an appropriate response." Among the negative trends cited were:

- An increase in the proportion of journalists, especially minority journalists, who say they plan to leave the field
- Difficulty many media companies, especially small ones, are experiencing in finding quality personnel
- Starting salaries that do not compare favorably with those in other occupations.

Sharon M. Murphy, dean of the School of Journalism at Marquette University, who was elected in the spring, assumed the AEJMC presidency at the convention. ☐

NABJ examines impact of press on blacks; names director

The impact of the press on blacks at home and abroad was the focal point of the mid-August convention of the National Association of Black Journalists.

Dennis C. Schatzman

In a speech largely devoted to criticism of U.S. policies toward South Africa, the Rev. Allan Boesak also addressed the issue of press coverage of the current conflict in his country.

"As you know," he said, "the press (in South Africa) is not allowed to tell you the truth, and even if they could there are too many newspapers in South Africa who would not have the courage to tell you what is happening to our people."

He urged American black journalists to accept the "awesome responsibility" to report the truth about South Africa. "You know what it means to be discriminated against. You know what it means when one's dignity is not recognized."

Another speaker, U.S. Civil Rights Commissioner Mary Frances Berry, urged black journalists in the United States to challenge racial perceptions that stigmatize blacks on such issues as poverty, crime and family life.

One particularly well-attended session looked critically at the negative image of the black family as frequently conveyed by the media.

Also at the association's 11th annual convention, which had the theme "Freedom of the Press, Freedom of the People," hiring and promotion of minority journalists continued to be a major concern. About 1,200 black journalists registered for the Dallas meeting.

More than 50 recruiters interviewed job candidates at the convention, and NABJ awarded a total of $15,000 in scholarships to six journalism students.

The organization also announced the selection of its first executive director, Dennis C. Schatzman. Currently deputy controller of the Pittsburgh school system, he is a former city editor of The New Pittsburgh Courier and former reporter for Afro-American Newspapers in Baltimore.

Schatzman will open NABJ's first permanent headquarters at The Newspaper Center in Reston, Va., this month. ☐

Hartford Courant editorial board establishes public-member seat

In an effort to strengthen communication between the newspaper and the community, The Hartford Courant has created a public seat on its editorial board.

Community leaders selected by the Courant will participate in the board's decision-making process several days a week. Each will serve for a three-month period.

Announcing the new editorial-board slot, Editor and Publisher Michael J. Davies said it is "the first to our knowledge on any newspaper in the United States." Other newspapers have taken less dramatic steps to obtain community input for their opinion pages, such as occasionally inviting civic leaders to sit in on editorial conferences or to write op-ed pieces.

Robert Wiles, outgoing director of a non-profit organization, the Hartford Institute of Criminal and Social Justice, became the first public member of the Courant's editorial board Aug. 1.

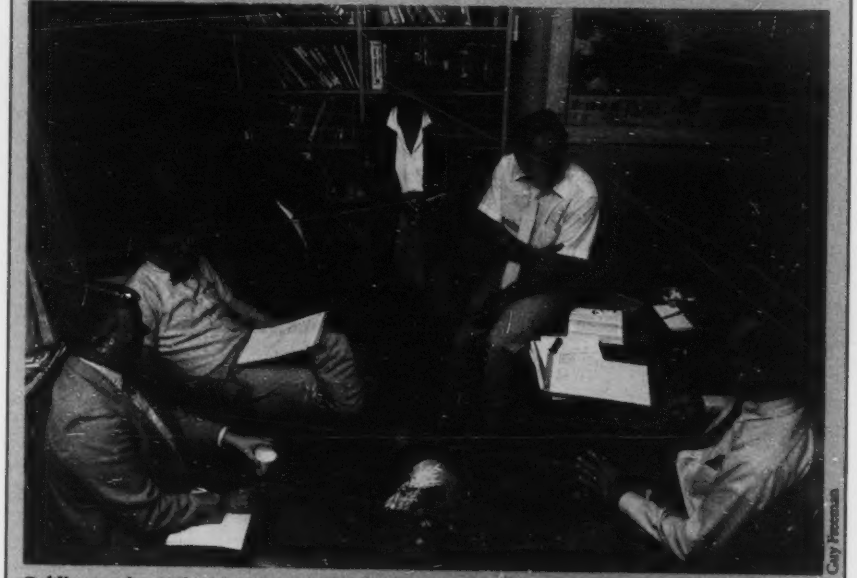
By mid-August, Editorial Page Editor John J. Zakarian said Wiles' presence had already contributed to the Courant's understanding of issues. For example, Wiles' contacts revealed that what initially appeared to be a "couple of shootings" was "drug-related and bigger than we thought," said Zakarian.

This development was in line with the Courant's July 13 announcement of the new position: "It's possible that the insights offered by the public board member will alter the thrust of an editorial position, although the intent of opening up the process is not to change the basic tone of the editorial page. We hope the public board member will suggest new topics for discussion," wrote Davies.

For the three-month term beginning Nov. 1, the newspaper will consider people from "every sector we can imagine," he said.

According to the editorial page editor, one problem is that "the people we are looking for are people who are very busy," and it is difficult to ask them for such a substantial time commitment.

Zakarian said, though, that the program "is certainly worth trying" and that he has "expectations" it will work.



Gay Freeman

Public member Wiles (third from left) participates in meeting with editorial board members (clockwise, from left) Robert Schrepf, Norman Pattis, Kathleen Palm, Editorial Page Editor Zakarian, Bill Williams and Elissa Papirno (back to camera).

More cartoonists ask newspapers to run comics in larger, more readable size

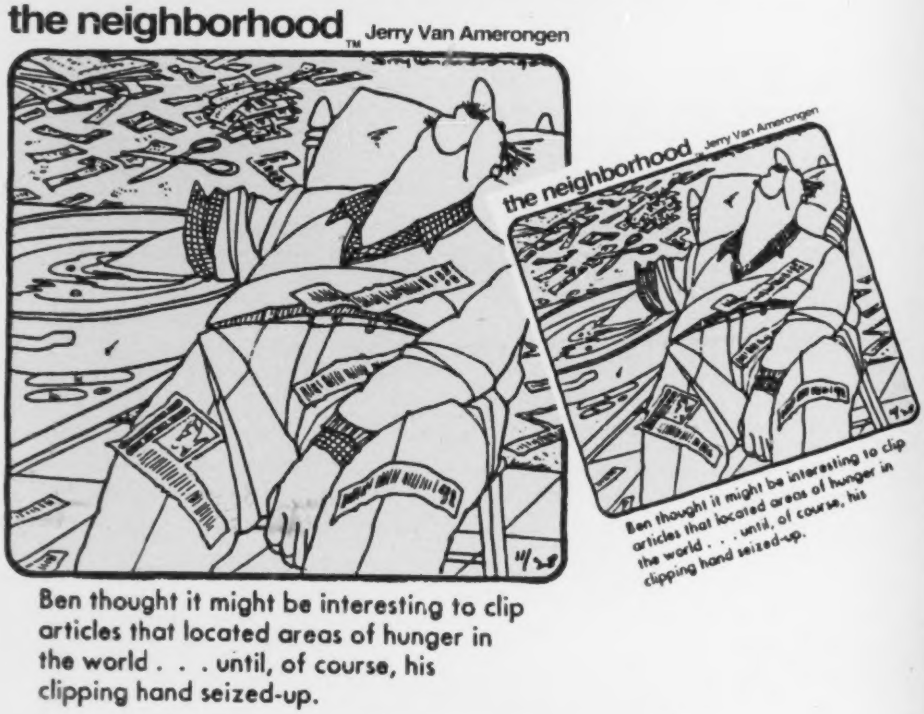
Protest over the shrinking size of newspaper comics has spread beyond the demands of one cartoonist, with about 40 cartoonist members of the Newspaper Features Council calling for a halt to the trend.

They asked newspapers to print comic strips at least 38½ picas wide—that's half a page wide in the Standard Advertising Units format—and comic panels (such as "the neighborhood") at least 19 picas wide. This appeal emerged from a survey of their fellow cartoonists by Mort Walker and Jerry Van Amerongen, representing an ad hoc Committee for Limiting the Size Reduction of Features.

The features council board will be asked to endorse the cartoonists' protest in October.

While some editors run comics at least this minimum size, "many papers have been reducing them still farther to the point of obscurity," Walker and Van Amerongen said in a letter that accompanied their survey. Claiming "the survival of our art may be at stake," they pointed out that "as we are forced to make lettering larger and drawings simpler to conform to the size reduction, we have lost the chance to draw attractively and (to) have the scope to develop larger ideas."

Walker noted that the request to make strips no smaller than half-a-page wide is more reasonable than the demand by cartoonist Garry Trudeau that his Doonesbury comic strip be published 44 picas wide [presstime, March 1985, p. 49].


the neighborhood™ Jerry Van Amerongen
11/28
Ben thought it might be interesting to clip articles that located areas of hunger in the world . . . until, of course, his clipping hand seized-up.
the neighborhood™ Jerry Van Amerongen
Ben thought it might be interesting to clip articles that located areas of hunger in the world . . . until, of course, his clipping hand seized-up.

Artists say small panels are hard to read; they want a minimum width of 19 picas (left).

"We would all like to have them (strips) larger, but if they ran as large as he (Trudeau) wanted, that would have left the editor with an awkward space to fill and might have eliminated some cartoonists," Walker noted.

Asked whether cartoonists as a group would issue an ultimatum, as Trudeau did, that strips be run a specified size or not at all, Walker said, "We've hedged on using that language, but we may eventually get to that." ☐

Military press pool tested again

The Pentagon conducted the fourth test of the national press pool in August during war exercises in the Southern California desert.

Thirteen print and broadcast journalists, including correspondents from The Baltimore Sun and The Christian Science Monitor, left Washington, D.C., Aug. 1 and returned the next day, according to a Pentagon spokesman. The last previous test of the national pool had been late last year [presstime, Jan. 1986, p. 48].

Program launched to educate public about press; free-ad campaign planned

Project Watchdog, a program to educate the public about the value of a free press, got started last month when its public-service advertising campaign was approved.

That action, by the Advertising Council, means ads can be offered for use free of charge in print and broadcast media, and that the council will take an active role in their placement.

The Society of Professional Journalists, Sigma Delta Chi, announced at its convention last December that Project Watchdog would be a major focus of the organization for the next five years [presstime, Dec. 1985, p. 45].

SPJ,SDX Executive Officer Russell Tornabene said the society needs to raise more than $1 million to produce the ads, which are expected to attract as much as $25 million in free advertising space and air time.

The national campaign will be complemented by programs sponsored by local chapters of SPJ,SDX.

Project Watchdog is the first "free press" campaign approved by the Advertising Council. It will be in operation while the nation observes the 200th anniversaries of the ratification of the U.S. Constitution in 1988 and of the Bill of Rights in 1991. ☐

SPJ,SDX acts to curb loss of members

With membership having dropped 5 percent a year over the past four years, the Society of Professional Journalists, Sigma Delta Chi, has launched a two-pronged effort to stem the tide.

Beginning this month, a full-time manager of membership development will be working out of the society's headquarters in Chicago, and a pilot program, Quest, will get under way at 48 local chapters.

The national effort will include a direct mailing to at least 10,000 working journalists, journalism teachers and college journalism students who have not joined the organization, which now has about 21,500 members. Former members will be contacted by phone and mailed a questionnaire to ascertain why they dropped out.

On the local level, chapters participating in the pilot study will be asked to achieve a net membership gain of 10 percent by Dec. 15.

Two professional and two campus chapters in each of the organization's 12 regions will be asked to participate in the program.

The society's board has announced that the national goal is also 10 percent, or a net gain of about 2,000 members.

Based on their efforts, the national office will compile a guide to help other local chapters recruit. This guide to local recruiting will be available for a national membership drive scheduled for the spring of 1986.

SPJ,SDX also will publish a national membership roster.

The organization said several factors have contributed to the membership decline:

- A 33-percent dues increase for professional members, beginning in 1982, plus initiation of $10 annual dues for students
- Declining enrollments of news-editorial majors in journalism schools
- Formation of other journalism organizations
- Increasing competition for the time and energy of young professionals.

Heading the society's national membership drive will be Annie Carpenter Hayashi, a former employer relations coordinator in the Cooperative Education Program at the University of Colorado in Boulder. ☐

Newsday and others campaign against drug abuse

"You can really go places with crack." About three times a week since mid-June, full-page ads in Newsday have provided graphic illustrations of where this especially potent type of the drug cocaine can take people—cemeteries, hospitals and jails.

Beginning this fall, New Yorkers will also see these and similar ads in subway stations and on billboards, as the public-service campaign spreads beyond the tabloid pages of Newsday's Long Island and New York City editions. The subway posters, about 1,500 of them, were financed by the Association for a Better New York; Newsday devoted its 60 promotional billboards to the anti-drug campaign.

And that's not all. Responding to "all kinds of requests for reprints from schools, community groups and social service agencies," the newspaper is sending similar posters to every junior and senior high school in the two counties on Long Island and in the five boroughs of New York City, according to Promotion Director Jack Squire.

Additionally, in a late August mailing to 150 of the nation's largest newspapers, Newsday offered to make its "crack" ads available free of charge. Later, they will also be distributed through the International Newspaper Promotion Association for a nominal fee.

All of this activity is in response to what Newsday columnist Denis Hamill has called the "bubonic plague" of "crack," a relatively inexpensive, highly potent and increasingly common form of cocaine.

According to Publisher and President Robert M. Johnson, Newsday took on the campaign because "we have a public responsibility to do something" about the escalating problem.

Announcing the ads in a June 8 editorial, the daily explained why the efforts of New York City police to combat the drug's spread should be augmented by education: "Law enforcement, however bold, can only scrape the surface of the problem unless the demand for the drug itself is curtailed. That's where education comes in. The war will be fought not in the trenches of the dope dealers, but in the recesses of the human mind."

Other campaigns are also under way.

Over the past few months, the Advertising Council has distributed five anti-cocaine ads to newspapers that are members of the International Newspaper Advertising and Marketing Executives.

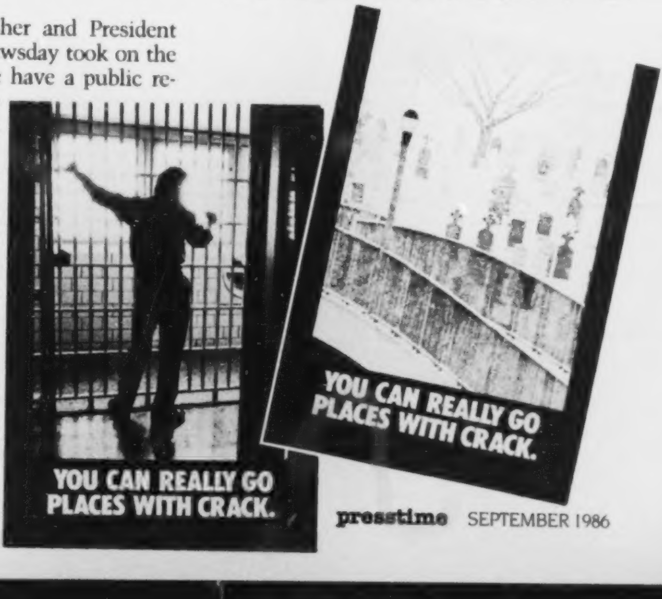
According to Ad Council Campaign Manager Jack Taylor, the ads aim "to deflate some of the myths about cocaine"—primarily, the misconceptions that it is "safe and non-addictive."

In contrast to the council's earlier "Just Say No" campaign aimed at drug abuse among teenagers, the new campaign seeks to reach a wider segment of the population. To drive home the council's message, ads feature stories about a variety of "people who have hit bottom with cocaine," he said.

Also, the American Association of Advertising Agencies announced at its annual meeting in May a nationwide anti-drug campaign expected to place $1.5 billion worth of anti-drug advertising in print and broadcast media over a three-year period.

Called The Media-Advertising Partnership for a Drug-Free America, it could turn out to be "the largest volunteer advertising campaign in history," according to a spokesman for the 4-As.

Plans call for television commercials to be available starting in October, followed by camera-ready ads for print-media—all prepared free of charge by ad agencies. ☐


YOU CAN REALLY GO PLACES WITH CRACK.
YOU CAN REALLY GO PLACES WITH CRACK.

Cable TV-Sunday paper link has few takers so far

Linkage of cable television to subscriptions of Sunday newspapers appears to be an idea whose time has not come, at least for most markets.

As of late August, three newspapers were bolstering their circulation by distributing the Sunday edition—including a TV book that includes cable listings—to cable-television subscribers at half price. They are The Denver Post, which was the first to try the idea, the Las Vegas Sun and the Long Beach (Calif.) Press-Telegram.

This is a net loss of one. The Colorado Springs Sun, which had adopted the idea two weeks after the Post, was closed earlier this year after being purchased by the Colorado Springs Gazette Telegraph [presstime, April 1986, p. 76]. The cable TV link perished with the paper.

C. Roy Smith, publisher of the Gazette Telegraph, has been one of the most vocal critics of the concept of enticing cable-TV subscribers to buy a Sunday newspaper because of the television guide that comes with it.

"We thought the whole thing was bogus," Smith said. "All the papers that tried it were in a secondary position. The only place where it's ever gone in is where there's a need to pump up circulation."

Yet among the three papers still making the newspaper-cable television connection, executives are unanimous in their praise of it. Moreover, they said they have received numerous inquiries from other newspapers.

"We'd been looking for a way to do this for three or four years," said Brian Greenspun, vice president of the Las Vegas Sun. "We couldn't find the key to ABC (Audit Bureau of Circulations) approval. The Denver Post opened the door."

On March 31, 1985, the Post gained an estimated 65,000 Sunday circulation by automatically delivering a Sunday paper with a cable and broadcast TV supplement to all customers of United Cable Television of Colorado.

Following a protest from the rival Rocky Mountain News of Denver, the ABC Board of Directors decided to allow counting such deliveries as paid circulation if cable customers signified their desire to receive the paper, and if the subscription price appearing on cable TV bills was at least half the regular price. Also, ABC ruled, if a cable customer decided not to take the newspaper, that amount had to be deducted from the cable bill [presstime, Sept. 1985, p. 46].

For ABC's six-month reporting period ending March 31, The Denver Post reported Sunday circulation of 412,102, compared with 345,097 a year earlier. Meanwhile, the Rocky Mountain News dropped from 329,381 to 320,441.

The Long Beach Press-Telegram, which competes against the Los Angeles Times, The Orange County Register and several smaller Southern California papers, implemented its cable-TV tie-in March 16, adding about 10,000 to Sunday circulation that on March 31 stood at 136,748.

The Las Vegas Sun, which began its program Sept. 1, 1985, showed Sunday circulation of 80,917 March 31, an increase of about 22,000 from a year earlier. The rival Las Vegas Review-Journal also increased in Sunday circulation during that period, by about 6,000 copies to 122,090.

Smith of the Gazette Telegraph offered this assessment of why the idea has not expanded to more markets: "It's no small chore to deliver to Sunday-only customers. They're scattered, and it's costly. A metropolitan Sunday paper can easily have a few hundred pages; it's a 4- or 5-pound package.

"It's not something you want to get into unless you want to pump up your subscriptions. These papers are going to say to advertisers, 'Look how our numbers grow.' It's supposed to justify ad rate increases." *—Gene Goltz*

Proposals on liability, appeals approved by ABC board

The Audit Bureau of Circulations Board of Directors plans to take final action in November on proposals to limit the bureau's liability and to give members a greater opportunity to appeal decisions.

The board gave preliminary approval to both provisions at its Aug. 15 meeting and must approve them in a second vote before they become final [presstime, Aug. 1986, p. 47].

The two proposals, under discussion for more than a year, will be voted when the board meets in conjunction with the ABC's annual conference Nov. 12-14 in New York City.

The first proposal is to revise Bylaw 2.17 to prohibit members from making any monetary claims against ABC for any action or negligence, except when intentional misconduct is involved.

In a letter to ABC members, Chairman David K. Braun said the waiver was being sought because of escalating costs of liability insurance and because of increasing costs of litigation involving the bureau. Similar waivers of damages are common among similar organizations, Braun said.

The second proposal provides for creation of a six-person panel to which members can appeal a decision or interpretation of the bureau's managing director. An appellant must deposit $5,000 when requesting that a panel be convened. If the appellant wins the case, the deposit is refunded. If the appellant loses, panel expenses will be deducted from the deposit.

The panel procedure will be tested for 18 months and then reviewed.

Although the creation of the panel enforces the concept that attempts should be made to settle disputes internally, members still retain the right to file suit, the ABC board said.

In a related action, the ANPA Executive Committee endorsed re-election of three newspaper directors of the ABC board.

They are James M. Moroney Jr., chairman and chief executive officer, A. H. Belo Corp., Dallas; Thomas B. Sherrill, vice president/marketing, The Dispatch, Columbus, Ohio; and R. David Threshie, publisher of The Orange County Register, Santa Ana, Calif.

Daily newspaper directors are elected for two years. Edward W. Estlow, chairman of the ANPA/Newspaper Advertising Bureau liaison committee for the ABC, said the incumbents had demonstrated great skill and integrity in their positions. "It is extremely important that senior newspaper executives participate in shaping ABC policies," Estlow said. ☐

Speeches

Frank Batten

William C. Eisenbeiss

John Luby

Kenneth A. Banks

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Foreign Policy and the Media
Katharine Graham, chairman, The Washington Post Co. Women's National Democratic Club biweekly meeting, Washington, D.C., July 24

Elements of a Good Newspaper
David Lawrence Jr., publisher and chairman, Detroit Free Press. Alabama Press Association Better Newspaper Contest banquet, Gulf Shores, July 19

The 'Total Newspaper' Approach
Joseph H. Frederickson, promotion manager, The Press-Enterprise, Riverside, Calif. International Newspaper Promotion Association annual conference, Fort Lauderdale, May 23

Changes and Challenges for Management and Unions
Roy W. Anderson, ANPA vice president/human resources, Reston, Va. International Typographical Union annual convention, Hershey, Pa., Aug. 12

Handling and Use of Chemicals in the Canadian Newspaper Industry
A report prepared for the Canadian Daily Newspaper Publishers Association by Robert J. Dell, president, Dell Tech Laboratories Ltd., London, Ontario, June 1986

From the Texas Daily Newspaper Association summer meeting, Williamsburg, Va., July 24-27:

Newspapers' Recovery From Complacency
Frank Batten, chairman, Landmark Communications Inc., Norfolk

An Update of Current Newspaper Issues
Jerry W. Friedheim, ANPA executive vice president and general manager, Reston, Va.

From the International Newspaper Advertising and Marketing Executives annual sales conference, Vancouver, British Columbia, July 27-30:

Keynote Address: Marketing the Total Newspaper
Gerald Haslam, publisher, Pacific Press Ltd., Vancouver, British Columbia

Alternate Delivery
William C. Eisenbeiss, vice president and advertising director, The Virginian-Pilot and The Ledger-Star, Norfolk

Alternate Distribution of TMC Products
John Luby, circulation director, The Charlotte (N.C.) Observer

Ideas: The Keys to Profitability
Craig C. Standen, president, and Leo Bogart, executive vice president and general manager, Newspaper Advertising Bureau, New York City

The Value of Networking to Chain Retailers
Kenneth A. Banks, vice president/advertising and sales promotion, Eckerd Drug Co., Clearwater, Fla.

CPPA reports increase in U.S. newsprint demand

Newsprint demand in the United States increased from 11.4-million metric tons in 1984 to 11.6 million tons last year, according to an annual survey by the Canadian Pulp and Paper Association. Japan had the world's second greatest demand, with 2.7-million tons, the survey showed. Results were published in CPPA's 28-page Newsprint Data booklet.

It also reported that China led the world last year in growth in newsprint capacity, with an increase of 187,000 metric tons. Latin America was second, increasing by 85,000 tons, followed by the United States at 67,000 tons.

Canada was first in production with 9 million tons. The United States was second at 4.9 million and Japan third at 2.6 million.

Among other facts cited in the report:

- World newsprint demand reached 27.9 million tons, an increase of 1.4 percent over 1984. World demand was 88.3 percent of capacity compared with 88.1 percent in 1984 [**presstime**, Dec. 1985, p. 52].
- World capacity reached 31.6 million tons, a 1.1-percent increase from 1984—the smallest year-to-year rise in 10 years.

A limited number of copies of the report are available from ANPA's Newsprint and Transportation Department at The Newspaper Center in Reston, Va.

Meanwhile, a separate report by a United Nations agency has projected that world capacity for newsprint production will grow modestly, 1.3 percent per year, through 1989. ☐

July statistics delayed

Newsprint statistics for July were not available at press time. They will be published in the October issue.

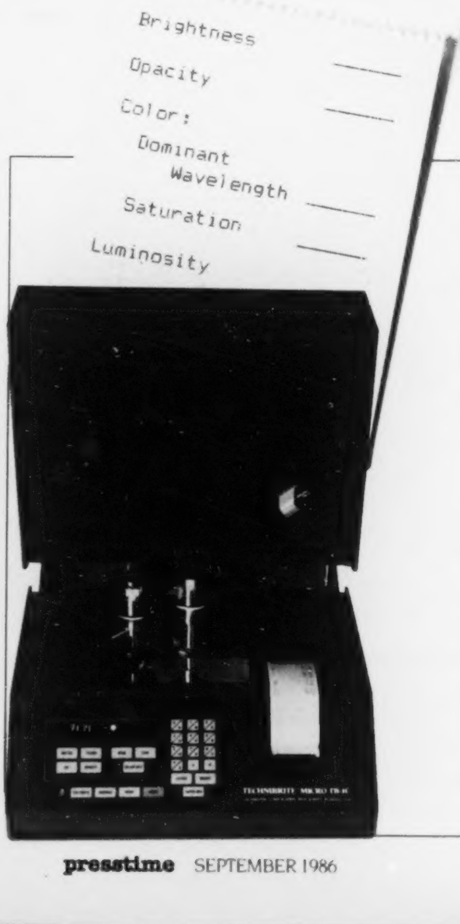
UPIU ratifies pact; British Columbia mill closed by pickets

A three-year contract has been ratified between the United Paperworkers International Union and Garden State Paper Co. at the company's Pomona, Calif., newsprint mill.

Workers will receive pay increases in lump sums of $1,200 in the first year and $1,000 in the second, and a 2-percent pay increase in the third.

Also, terms were disclosed for an agreement reached between the UPIU and Manistique Papers Inc. of Manistique, Mich. The two-year contract there calls for an increase of 3.5 percent in the first year and 3.25 percent in the second [**presstime**, Aug. 1986, p. 56].

Meanwhile, in Canada, MacMillan Bloedel Ltd.'s newsprint mill in Port Alberni, British Columbia, has been down since Aug. 4, when International Woodworkers of America members set up picket lines that the mills' union workers refused to cross. ☐



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Views vary on health of Advo

The impending sale of Advo-System Inc. to a limited partnership has resulted in speculation that the direct-mail firm will scale back its operation and operate only in the more lucrative markets.

"We might see Advo consolidate" and reduce the number of markets in which it operates, said Kevin R. Gruneich, vice president of publishing/information analyst of The First Boston Corp., New York City.

The sale could result in a "leaner, meaner" Advo, he said—especially if the buyer does not sink a lot of money into the direct-mail firm.

Some newspaper executives already have detected a move toward a leaner Advo. "We don't see their presence in many of the smaller markets just because of the cost" to operate in them, said Jack Condon, senior vice president for retail advertising of Knight-Ridder Newspaper Sales.

Executives look for that trend to continue. For example, Robert C. Momsen, vice president of marketing at the St. Paul (Minn.) Pioneer Press and Dispatch, said he expects Advo to "decide where they can do their best and go for those markets."

Advo will be sold to Warburg, Pincus Capital Partners under a sale agreement in which its parent firm, John Blair & Co., will be sold to Reliance Capital Group Inc.

A competing bidder for Blair, Macfadden Holdings Inc., disagrees that Advo will scale back operations. It now believes Advo holds promise of being a very strong and profitable company. Just six months ago, Macfadden considered Advo to be on the brink of failure. It indicated that if successful in purchasing Blair, it would dump Advo for a mere $100,000—1 percent of what Warburg, Pincus will pay.

"I guess you could say we were doubting Thomases," said Macfadden President Michael J. Boylan. But in the intervening months, after examining Blair and Advo closely, "We have seen a remarkable turnaround in Advo. . . . It is an extremely valuable business that is going to surprise an awful lot of people."

Boylan also said, "I think six months ago, Advo was on its heels and ready to fall backward. Now they're on their toes ready to run."

Among those who expect Advo to retrench, the apparent reason is its financial situation. The direct-mail firm has faced stiff competition from newspapers and others, analyst Gruneich said. "It has been getting attacked on all sides."

Purchased by Blair in March 1984, Advo went through a period of vigorous expansion that triggered a flood of red ink. Advo became largely responsible for financial woes of the parent firm.

However, Blair reported July 31 that it and its direct-mail subsidiary were finally seeing black ink. For the second quarter ending June 30, Advo reported a profit of just over $5 million on revenues of $119.5 million; for the same period last year, it lost $5.7 million on revenues of $116 million.

Blair in the second quarter reported a profit of $1.7 million on revenues of $171.5 million; it lost $5.9 million on revenues of $162.3 million for the same period a year earlier.

Advo's sale got a green light Aug. 15 in a legal ruling clearing the way for Blair to be sold to Reliance. The ruling came from a U.S. Circuit Court of Appeals judge in New York. She reversed a lower court that had blocked Reliance's $356.5-million bid for Blair. The lower court action came in response to protests from competing bidder Macfadden, which had complained about the way Reliance represented its offer.

A previous delay centered on a Federal Communications Commission investigation of the deal [presstime, Aug. 1986, p. 45]. The FCC subsequently approved the transaction.

According to the plan involving Advo, one-sixth of the direct-mail firm's equity—a controlling interest in preferred stock shares—would be sold to Warburg, Pincus for about $10 million. The rest of Advo equity would be given to Blair stockholders in the form of new Advo common stock.

For another $1 million, Warburg would buy the right to acquire an additional 12 percent of Advo common stock. A company spokesman said that would require a new stock issue.

The Warburg limited partnership has a reputation for making "intelligent investments," said Gruneich of First Boston. It tends to stay out of the routine management of companies in which it has an interest, he added. A Warburg, Pincus spokesman previously said the firm plans to let daily operation of Advo "remain in the hands of present management."

Warburg, Pincus' limited partners include a wide range of investment firms, retirement plans, insurance companies and universities, according to documents filed with the New York state government. —*C. David Rambo*

Ad spending estimate revised downward

Growth in total U.S. advertising expenditures appears to have slipped, at least in projections for this year.

Robert J. Coen, senior vice president and director of forecasting at McCann-Erickson, predicted last December that total advertising expenditures would grow 8 percent in 1986. He now believes the figure will be closer to 7.6 percent.

"This lower projection is explained by continued sluggishness in the U.S. economy and a much lower than expected inflation rate," Coen said.

However, he noted that 7.6-percent growth "still compares favorably" with economic growth in general and with most other industries.

That full-year projection for all advertising is considerably higher than what daily newspapers managed to attain through May of this year. According to the Newspaper Advertising Bureau, ad expenditures in newspapers were up 5.8-percent through the first five months compared with the same period last year.

Coen expects overall ad expenditures to pick up toward the end of this year. And next year there should be a "modestly larger gain of probably about 8 percent," he said.

Reggie Hall named INAME staff chief

Reggie R. Hall was appointed general manager and secretary-treasurer of the International Newspaper Advertising and Marketing Executives. He succeeded Sidney W. Bordelon, who announced plans to resign during INAME's 137th sales conference July 27-30 in Vancouver, British Columbia.

Hall, formerly INAME assistant general manager, is a former sports columnist for The Commercial-News in Danville, Ill., who joined the association in 1978.

Bordelon's resignation was effective Aug. 31. He joined INAME in 1968 as administrative assistant and became general manager and secretary-treasurer in 1974.

Syndicated research to continue with broader choice of firms

BY CRAIG C. STANDEN

Many newspaper people were surprised when the Simmons-Scarborough research coalition, which in 1985 produced a $2-million syndicated study of newspaper audiences, announced its dissolution in July.

The bureau has received a number of inquiries about the end of the Simmons-Scarborough alliance and what it means to the newspaper business.

First, and most important, it does *not* mean the end of syndicated newspaper audience research.

Both the Simmons Market Research Bureau and Scarborough Research Corp. are committed to continue doing studies of newspaper audiences independently, just as they did in 1982 and 1983 before joining forces [presstime, Aug. 1986, p. 46]. This was the real breakthrough for newspapers: the very first nationwide syndicated studies of newspaper audiences.

Many advertising experts regarded these studies as the most important advance in newspaper advertising research since the emergence of television as a major advertising medium. For the first time since the advent of television, media planners could make meaningful comparisons between newspapers and the other national media, and could include newspapers in the media planning process used for national advertisers.

The leading on-line, media-information services were able to include newspaper information from the syndicated studies in their databases, enabling agency planners to have our readership and demographics at their fingertips via computer terminals as well as in printed volumes.

It is important to our business that syndicated research continue to be available to agencies and advertisers. It allows us to sell newspaper advertising the way our customers want to buy it.

Today's advertisers think in terms of market segmentation, and they look at a medium in terms of its ability to deliver specific customers. Syndicated research provides the market-by-market, product-by-product data they need to buy newspapers over other media.

With the weakening of television's hold on national advertisers, our business is in an excellent position to increase our share of national advertising. Long-range, national offers newspapers their greatest opportunity for growth.

Craig C. Standen

Second, the end of Simmons-Scarborough means that newspapers in the larger markets will again have a choice of research companies, and those in middle-sized and smaller markets will be courted more vigorously by the companies.

This increased competition will probably result in more attractive pricing for research proposals. You also may find yourself receiving proposals from research companies you haven't dealt with in the past.

Third, the Simmons-Scarborough breakup reminds us how important it is that each newspaper keep its own readership research current and acceptable in terms of the Advertising Research Foundation's guidelines. Realistically, this means letting no more than three years go by between studies of your readership. Some newspapers think that because they carry little or no national advertising they don't need readership research. However, retailers increasingly are demanding audience data—and if you don't have it, they may turn to media that do provide it.

Fourth, the dissolution of Simmons-Scarborough points up the importance of the bureau's CAN DO system, which provides readership, audience and demographic information on *every* daily and Sunday newspaper in the United States. CAN DO is widely used by agencies.

The bureau's Marketing Service Department, which operates CAN DO, will be happy to answer your questions about Simmons-Scarborough, CAN DO, and readership research in general. Uldis Grava, who heads the department, can be reached at (212) 704-4550. ☐

Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to presstime.

Local, national ad-rate parity is paying off

Earlier this year, The Wichita Eagle-Beacon began a real-life test of the theory that newspapers could increase their national advertising dollars by ignoring traditional rate structures and charging the same for local and national ads.

For the Kansas daily, such audacity is already paying off [presstime, March 1986, p. 52]. And in Canada, another newspaper is vigorously promoting a single rate structure.

At the Eagle-Beacon, national ad linage increased in three of the first four months after the program's introduction—2.9 percent in April, 21.5 percent in May and 12.7 percent in July. Robert Hobson, director of marketing services, says a 17.9-percent drop in June was related to temporary conditions.

How much of this change is attributable to the ad-parity program or to aggressive selling against the declining power of television commercials is unclear.

While Hobson said most national advertisers approached by the Knight-Ridder paper thought ad parity "an extraordinarily worthwhile project," they noted several obstacles to making an immediate decision to place more dollars in Wichita:

- The program is limited to advertisers placing at least six full pages in a year.
- Wichita is not among the top 50 markets (where national advertisers place most of their ads).
- Ad parity exists in few markets and therefore might impede an advertiser wanting to make a multiple buy.

"It's important for other newspapers to understand this is not a quickie," said Hobson. "Some of the long-range results won't be in 1986 budgets, but we expect to see more coming in 1987."

Meanwhile, The Toronto Sun went to ad parity with a "bite the bullet" campaign. Enclosing a piece of bubble gum shaped like a bullet in a mailing to about 3,500 advertisers, agencies and other interested parties, the Sun drew almost a 30-percent response—all enthusiastic, said General Manager Thomas G. MacMillan.

While the mailing "generated a lot of favorable publicity and a lot of nice letters saying 'congratulations,'" MacMillan said it is still too early to chart the results on the bottom line. "That's the toughest question to answer," he said. "It's very difficult to say we got extra business because of it (ad parity), but intuitively we think we have." ☐

ANPA schedules 42 seminars for 1987

ANPA, through its Training Services Department, Technical Services Department, Human Resources Department and Foundation, has announced 42 training sessions to be held during 1987. Additional seminars and conferences are under consideration. Announcements will be made at a later date.

Any changes in the schedule listed below will be announced in presstime. More information and registration forms will be included in brochures to be mailed to the membership.

General seminars and workshops

Except where otherwise noted, additional information about the following seminars is available from Stephen E. Palmedo, ANPA manager/training services, at The Newspaper Center, Reston, Va.; (703) 648-1123.

Leadership in the Newsroom **Jan 26-28, San Francisco**
May 11-13, Washington, D.C.
Oct. 5-7, Chicago
Nov. 30-Dec. 2, St. Petersburg

Helps skilled journalists with the management part of the editor's job. A practical three-day workshop on the management skills needed by the mid-level newspaper editors. Instructors from the University of Chicago work with participants in role play exercises, small group assignments and other activities to perfect leadership, delegation, decision-making, communication and other necessary skills. Cosponsored with the American Society of Newspaper Editors and the Associated Press Managing Editors Association. Registration fee: $550 for members of ANPA, ASNE and APME, $675 for non-members.

Newspaper Executives Marketing Seminar **Feb. 8-14, Houston**

Helps newspaper executives learn more about their newspaper and its market by being immersed in actual situations faced by newspapers and their management. An intense one-week seminar featuring 14 case studies—11 about newspapers—that challenge the participants to define, decide and act on problems of the modern newspaper environment. Cosponsored with the International Newspaper Promotion Association. Registration fee: $1,900 for members of ANPA and INPA, $2,300 for non-members.

Management Development Workshop **Feb. 16-19, Miami**
Sept. 21-24, Austin, Texas

Leadership, decision-making, communications techniques, motivation and coaching, team building, meeting management, problem identification, and resolution—these and other important topics are addressed. Workshop participants take part in role plays, small work groups, and class discussions of real newspaper problems suggested by their colleagues. Registration fee: $675 for ANPA members, $800 for non-members.

Telecommunications Management Training Workshop **Spring**
Site: To be determined
Fall
Site: To be determined

A hands-on training workshop designed to teach the day-to-day management skills required to operate a telecommunications system successfully. Training will focus on areas such as local and long distance telephone traffic analysis, inventory control, equipment acquisition and long-range system planning. Registration fee: To be announced. For more information, contact Deborah Walker, ANPA telecommunications specialist (703) 648-1142.

Advanced Labor Relations Seminar **March, Seattle**

Strengthens the ability of experienced labor relations executives to achieve desired goals at the bargaining table. The legal aspects of hard bargaining will be highlighted as will strategies for attaining desired contract language to utilize the latest technology most effectively commensurate with productive allocation of personnel. Participants will select the topics they wish to have discussed in depth. In general sessions and informal workshops, they will share each other's expertise and the knowledge of expert panelists. Registration fee: $350. For more information, contact Charles D. Cole, ANPA manager/labor relations (703) 648-1070.

Human Resource Strategies in the Newspaper **March 1-4, Houston**

Focuses on why and how to develop effective and bottom-line-oriented human resource strategies for the newspaper. In-depth discussions will allow attendees the time for participation, problem solving and strategy development in such areas as positive employee relations, compensation, and employee selection and development. Cosponsored with the Newspaper Personnel Relations Association. Registration fee: $350 for members of ANPA and NPRA, $375 for non-members. For more information, contact Patricia P. Renfroe, ANPA manager/personnel relations (703) 648-1069.

Advanced Management Workshop **March 2-4, San Antonio**
June 1-3, Washington, D.C.
Dec. 7-9, Amelia Island, Fla.

Designed for senior-level managers and directors from all departments and those who have completed one of these workshops: ANPA Management Development, ANPA/ASNE/APME Leadership in the Newsroom, ANPA/International Circulation Managers Association/NPRA Managing People in the Circulation Department or ANPA/INPA Management Skills for Newspaper Promotion. It reviews the management skills addressed in these workshops and involves study and practice with several other management challenges including managing change and conflict, and coalition or team building. Registration fee: $550 for ANPA members, $675 for non-members.

Total Newspaper Conference **March 15-18, St. Petersburg**

Since 1966, this conference has helped prepare more than 800 newspaper men and women for greater responsibility and more authority. Participants explore the goals, challenges and capabilities of each newspaper department, while emphasizing the interdependence of all. Respected newspaper professionals lead sessions focusing on the editorial, advertising, circulation and production departments and on general management. Registration fee: $850 for ANPA members, $1,000 for non-members.

Newspaper in Education Conference **March 18-20, Chicago**

Provides an opportunity for NIE coordinators, directors and other newspaper personnel with responsibility for NIE programs to learn and work with those NIE coordinators with successful Newspaper in Education programs. Presentations by newspaper managers and educators cover starting and enhancing a NIE program. Small group sessions focus on specific educational newspaper and professional concerns and give participants suggestions and direction that can be used at their newspapers. Registration fee: $350, $450 for NIE vendors. For more information, contact Linda B. Skover, assistant director, ANPA Foundation (703) 648-1051.

Post-Press Packaging and Distribution Symposium **March 24-26, Chicago**

This will be the second symposium sponsored by the ANPA Technical Committee focusing on developments in newspaper inserting, packaging, conveying and distribution, including robots, computer systems and total-market-coverage programs. Registration fee: $375. For more information, contact George R. Cashau, ANPA director/technical research (703) 648-1183.

Participants in Newspaper Quality Control Seminar at The Newspaper Center prepare photograph for reproduction.

Managing People in the Circulation Department **March 30-April 1, Miami** **Nov. 9-11, Washington, D.C.**

Problem solving, motivation, performance appraisal—these and other key management skills are studied and practiced at this workshop. The workshop program was developed by the University of Chicago in consultation with representatives of ICMA. Cosponsored with ICMA and NPRA. Registration fee: $550 for members of ANPA, ICMA and NPRA, $675 for non-members.

Labor Relations and Technology Seminar **June 5-6, Las Vegas**

Held just prior to the ANPA Operations Management Conference & Exposition, this seminar examines how rapidly changing technology has altered traditional concepts of labor relations. It covers the effects of technology and mergers on traditional bargaining concepts and their impact on employees. Drawing upon the expertise of panelists and one another, participants will develop strategy and language in both workshops and general sessions to combat resistance to technological change. Tours of selected Exposition displays will be conducted. Registration fee: $350. For more information, contact Charles D. Cole, ANPA manager/labor relations (703) 648-1070.

Strategic Planning Seminar **June 14-18, Houston**

To help top newspaper executives interpret evolving market changes and prepare strategies taking advantage of—or defending against—these changes. Building of the concepts introduced at the ANPA/INPA Newspaper Executives Marketing Seminar, this seminar offers a greater emphasis on environmental variables and a longer planning horizon for a special focus on long-range strategic planning. Cosponsored with INPA. Registration fee: $1,700 for members of ANPA and INPA, $2,100 for non-members.

Connections III **Fall** **Site: To be determined**

This annual seminar focuses on newspaper applications of telecommunications systems and services. Topics of discussion change each year to reflect current developments in the field. Registration fee: To be announced. For more information, contact Deborah Walker, ANPA telecommunications systems specialist (703) 648-1142.

Newspaper Training Conference **Sept. 16-19, Baltimore**

An annual event designed for and by newspaper trainers, this conference enables training and development managers to meet and exchange ideas. The design and format allow for an interchange of information. General sessions feature speakers from inside and outside the newspaper industry, while smaller group activities focus on specific newspaper training issues. Cosponsored with NPRA. Registration fee: To be announced. For more information, contact Patricia P. Renfroe, ANPA manager/personnel relations (703) 648-1069.

Labor Relations Seminar **October** **Site: To be determined**

For over 13 years, this two-and-a-half-day seminar has assisted general managers, managing editors and employee relations executives to prepare for and to conduct union contract negotiations. It examines the impact of technology on contract language, the recapturing of management rights, Title VII regulations and court decisions, equal pay and comparable worth, and the challenges of union mergers in the publishing industry. Registration fee: $450. For more information, contact Charles D. Cole, ANPA manager/labor relations (703) 648-1070.

NIE Instructor Training Seminar **Oct. 6-10, Warrenton, Va.**

Participants will learn to become self-reliant in giving presentations on the use of the newspaper as a teaching tool. They will study a variety of workshop models to develop flexibility, creativity, effectiveness and confidence. The seminar is designed to create highly motivated leaders with a firm knowledge of modern teaching and training techniques and a strong grasp of NIE curricula covering all grades and content areas. The program will be conducted by Dr. Edward DeRoche, dean of the School of Education at the University of San Diego, and Linda B. Skover, assistant director, ANPA Foundation. Registration fee: $500. For more information, contact Skover at (703) 648-1051.

Pressroom Options IV Symposium **Oct. 19-21, Chicago**

This symposium is for newspaper publishers, production executives, pressroom personnel, press manufacturers, paper, plate, ink and blanket suppliers and others. It will be the fourth symposium sponsored by the ANPA Technical Committee focusing on current technical developments, operational experiments and quality enhancements in the pressroom, including flexographic, letterpress and offset configurations. Registration fee: $375. For more information, contact George R. Cashau, ANPA director/technical research (703) 648-1183.

Management Skills for Newspaper Promotion **Nov. 16-18, Chicago**

Successful newspaper promotion requires participation and creative contributions of many people from different departments; this requires a special set of management and communications skills that are both studied and practiced at this workshop. Participants examine the promotion manager's creative, professional and managerial role. They also observe and practice several skills, including leadership, motivation and attitude setting. Cosponsored with INPA. Registration fee: $550 for members of ANPA and INPA, $675 for non-members.

Health and Safety Symposium **Date and site: To be determined**

Topics will include VDT issues, "right-to-know" laws including federal hazard communications regulations, industrial hygiene surveillance, assessment of alleged hazards, ink research, waste management and regulations, health and safety litigation, ANPA's accident reporting system, and health surveillance programs. Registration fee: $375. For more information, contact Richard W. Neergaard, ANPA manager/environmental services (703) 648-1221.

Hands-on technical seminars

Hands-on technical seminars, conducted by the Association's Technical Services Department, are held at The Newspaper Center in Reston, Va. Registration fee for each is $575.

The schedule for the second half of 1987 will be announced later.

Newspaper Quality Control **Jan. 5-9**
May 11-15

This seminar reviews procedures needed to establish quality standards throughout the newspaper production cycle. Through lectures, demonstrations and "hands-on" operational experience, a complete system for documenting, measuring and maintaining high quality printing will prepare participants to initiate their own systems. The quality control system will proceed through the following steps: copy standards and photographic reproduction density ranges (color and black-and-white); establishing and maintaining typesetting procedures and equipment; process camera control of line copy and halftones; color separation standards for scanners and direct screen operations; and maintenance and set-up procedures for newspaper presses.

Adanced Offset Press Operations **Jan. 19-23**
Feb. 23-27
March 23-27
April 27-May 1
June 22-26

Pressmen will learn advanced techniques such as web offset trouble shooting and quality control programs for consistent results on the press. Non-pressroom personnel will gain hands-on experience operating a newspaper press. This seminar will utilize ANPA's double-width M.A.N.-Roland 4/2 press and the single-width Goss Urbanite Press. Specific areas to be covered include offset press unit components, precise adjustment of all systems, registration systems, plate processing and control, printing problems, and offset press care and maintenance.

Newspaper Process Camera Techniques **Jan. 19-23**
April 27-May 1

Production and management personnel will obtain working knowledge of the customary instruments used for process camera operation at a newspaper. Also, the seminar will introduce attendees to the proper use of contact screens, processor control, chemistry, films and diffusion transfer material. Lectures and demonstration on the Hell and Royal Zenith Scanners will be conducted. Instruction and operation of the ECRM Autokon camera will be provided.

Newspaper Color Scanner Operation **Feb. 2-6**
April 6-10

Newspaper production and management personnel will learn the skills needed for utilization of electronic scanning systems. The program encompasses newspaper processes relative to producing consistent, high-quality color. Through a combination of classroom instruction and hands-on training, attendees learn the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses. Participants are given a thorough background in color reproduction, including the purpose of masking additive and subtractive color theory, the relationship of ink and paper in color printing, and proper evaluation of colors.

Direct Screen Color Separation for Newspapers **Feb. 9-13**

This seminar covers the skills needed for utilization of direct screen color systems. Participants are given a thorough background in color reproduction, including the purpose of masking, the relationship of primary and secondary colors, and how to properly evaluate colors. Attendees learn the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses. Elements covered include: evaluation of color originals and reproduction standards; color correction techniques; instruments and controls for predictable quality; operation of the direct screen separation equipment; proofing of color by color key and actual press runs; and safety in the camera room and dark room, including chemical handling, ventilation, problems and working with high intensity lights.

Management Introduction to Newspaper Technology **March 9-13**
May 18-22

Management personnel are introduced to the latest developments in electronic editorial and production systems. The seminar is intended to create increased awareness of the capabilities and limitations of modern newspaper production equipment. Instruction includes personalized sessions that assist attendees in achieving an understanding of the new technologies. They experience hands-on operation of modern phototypesetting equipment plus electronic editorial and advertising copy processing systems. Participants also produce their own four-page newspaper, working through all the procedures from copy preparation to the actual press run.

For more information on these technical seminars, contact Arthur M. Boudreau, manager/technical training, ANPA, The Newspaper Center, Reston, Va.; (703) 648-1217. ☐

ANPA *Calendar*

SEPTEMBER

Newspaper Executives Marketing Seminar sponsored by ANPA and the International Newspaper Promotion Association
Scottsdale (Ariz.) Conference Center, Sept. 2-7

ANPA Technical Committee and Operations Management Conference & Exposition Arrangements Committee meetings
The Newspaper Center, Reston, Va., Sept. 4-5

ANPA Board of Directors meeting
Sonesta Beach Hotel, Southampton, Bermuda, Sept. 10-11

ANPA Foundation Newspaper in Education Committee meeting
Biloxi Hilton, Biloxi, Miss., Sept. 11-12

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Sept. 15-19

ANPA Convention Arrangements Committee meeting
The Waldorf-Astoria, New York City, Sept. 16

ANPA Human Resources Committee meeting
The Mayflower, Washington, D.C., Sept. 22-23

ANPA Management Development Workshop
The Knickerbocker, Chicago, Sept. 22-25

ANPA Government Affairs Committee meeting
The Mayflower, Washington, D.C., Sept. 23-24

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Omni International Hotel, Norfolk, Sept. 29-Oct. 1

ANPA Direct Screen Color Separation for Newspapers Seminar
The Newspaper Center, Reston, Va., Sept. 29-Oct. 3

OCTOBER

ANPA Health and Safety Symposium
Denver Marriott, Oct. 2-3

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Oct. 6-10

ANPA Advanced Management Workshop
Sir Francis Drake Hotel, San Francisco, Oct. 13-15

ANPA Postal Committee meeting
J. W. Marriott Hotel, Washington, D.C., Oct. 14-15

ANPA Labor Relations Seminar
Hyatt Regency Minneapolis, Oct. 15-17

ANPA Legal Affairs Committee meeting
The Mayflower, Washington, D.C., Oct. 16

ANPA/American Bar Association Task Force meeting
The Mayflower, Washington, D.C., Oct. 16

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Laurel Point Inn, Victoria, British Columbia, Oct. 16-17

ANPA Creative Marketing Strategies Conference
Hyatt Regency O'Hare, Chicago, Oct. 16-17

ANPA Foundation NIE Instructor Training Seminar
Airlie House, Warrenton, Va., Oct. 20-23

ANPA Newsprint Committee meeting
Ritz Carlton, Washington, D.C., Oct. 23

ANPA Telecommunications Committee meeting
J. W. Marriott Hotel, Washington, D.C., Oct. 23-24

ANPA Newsprint Committee/CPPA Newsprint Section meeting
Ritz Carlton, Washington, D.C., Oct. 24

Managing People in the Circulation Department Workshop sponsored by ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association
The Knickerbocker, Chicago, Oct. 27-29

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Oct. 27-31

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., Oct. 27-31

ANPA Circulation and Readership Committee meeting
The Newspaper Center, Reston, Va., Oct. 28-29

ANPA

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Manager/Technical Services, John I. Ford
Manager/Membership Services, Michael Gerrick
Research Manager/Computer Applications, John W. Iobst
Personnel Manager, Marguerite J. Mundy
Manager/Environmental Services, Richard W. Neergaard
Manager/Training Services, Stephen E. Palmedo
Manager/Newsprint and Transportation, Joseph F. Prendergast Jr.
Manager/Personnel Relations, Patricia P. Renfroe
Manager/Public Affairs, William Schabacker
Business Manager, Anthony G. Tesoriero
Research Manager/Engineering, Frederick L. Warner
Assistant General Counsel, Claudia M. James
Assistant General Counsel, Tonda F. Rush

ITU convention endorses merger; membership approval expected

There are many who believe that the venerable International Typographical Union's 127th convention in August will end up having been the last one.

That's because the union is expected to merge with the Communications Workers of America by the end of this year. The ITU would become the Printing, Publishing and Media Workers Sector of the giant CWA [presstime, Aug. 1986, p. 48].

"We will next meet as a sector of the CWA, less than a year from now," ITU President Robert S. McMichen said at the conclusion of the Aug. 9-15 convention in Hershey, Pa.

Earlier, the 199 delegates representing 145 local unions approved a recommendation by the ITU's Convention Committee on Graphic Arts Unions Merger that the convention urge the membership to approve the merger in a Nov. 19 referendum. Approval came on a weighted roll call vote of 14,266 to 14,042.

However, "the roll call vote is not indicative of how the membership will vote," said Leon Olson, president of San Francisco Bay Area Typographical Union No. 21. He expects the membership vote will favor CWA by a much wider margin than that of the convention.

The principal reason for this, according to veteran observers of ITU referendums, is the absence at the convention of a voice for the 27,000 ITU retirees who are expected to strongly favor the merger. Retirees will vote in the mail-ballot referendum. Ballots will be sent out in October.

A presstime poll of 20 convention delegates also found high expectations that the merger will win ratification. Of the 14 printers and six mailers interviewed at random, 17 predicted membership approval while three were undecided.

Fred M. Leathem, a member of Southern California No. 17 and a candidate for international vice president, predicted the membership will ratify the consolidation by a 2-to-1 margin.

Leathem pointed out that most of those who voted against the committee's favorable report on the merger were strong advocates of a merger with the Teamsters, which the membership rejected in 1985 by a 2-to-1 margin.

Even mailers who voted against the committee's recommendation said they expect the merger will gain rank-and-file approval.

The chairman of the Graphic Arts Unions Merger Committee, Bertram A. Powers, cited a number of benefits that would flow from the merger. It would provide "a breath of fresh air" and "bring unity back to us," said Powers, president of New York City Typographical Union No. 6, which represents 2,067 active members.

Among those predicting approval, the principal reason cited was that the consolidated union would assess lower dues. Each ITU member currently pays monthly international dues of 1.5 percent of straight-time earnings plus $1. The dues after a merger would be 0.46 percent of earnings, plus 50 cents to the CWA Defense Fund and $1 to the new Printing, Publishing and Media Workers Sector for its Mortuary Fund.

With average monthly earnings of ITU members currently at $2,301, the savings would be $23.44 a month on international dues, according to a calculation by ITU Vice President William J. Boarman.

In lengthy and spirited convention debate over the merger, one of the biggest issues concerned the CWA's policy of basing strike benefits on need. The ITU provides strike benefits of 50 percent of the weekly pay scale, with a maximum of $250 a week. Because the average weekly scale for ITU members is $531, most are eligible for the maximum.

Of particular concern was what will happen to printers and mailers currently receiving strike benefits. Some delegates called for a written guarantee that strikers, such as those walking a picket line at the Chicago Tribune, would continue to receive assistance.

Larry Cohen, assistant to the CWA president, noted that his union has a $15-million defense fund for benefits and other expenses in support of strikes. "It would be hard for me to imagine our (executive) board not supporting any strike of this organization," Cohen told the convention. He noted that newly organized CWA members striking a nursing home this year received, "on the average, nearly $200 per week."

To resolve the strike-benefits issue, ITU President McMichen told delegates that in return for their support of the pro-merger committee report, he would initiate a proposition to establish a $200 weekly supplemental strike benefit for members of the proposed new CWA sector. It would be funded by an additional monthly assessment of 0.50 percent of straight-time earnings. The membership will vote on that proposition at the same time it votes on the merger document.

WARM RECEPTION. The merger discussions took place in a decidedly pro-CWA setting. A banner stretched behind the speakers' dais read: "Stepping into the future with CWA."

And that union's president received

ITU

Larry Cohen (left), assistant to CWA President Morton Bahr, answers question on proposed merger. Left to right from Cohen are ITU's McMichen, Heritage and Boarman.

standing ovations both before and after his speech. "By joining with CWA," Morton Bahr said, "you will be an integral part of an international union with 650,000 members located in every community of the United States. We are committed to allocate the necessary resources to strengthen and widen the ITU's presence and activity in Canada."

The much smaller ITU has about 40,000 active members, of which 9,000 are Canadian workers. The CWA does not currently represent workers in Canada, and ITU President McMichen noted in his closing address that the ITU will help the CWA "re-establish itself in Canada." The CWA had a presence in Canada until 1972, when its Canadian wing broke away to form a separate organization. (The union is planning to change its name at its 1987 convention to the "Communications Workers of North America" if the merger is approved.)

Bahr told the delegates that he views the proposed Printing, Publishing and Media Workers Sector as a home for other unions in the printing and publishing industry. He described it as "the natural place for them to come."

Looking at the future shape and direction of the communications industry, Bahr noted that his union has about 7,000 members in directory publishing. "These numbers will expand as our primary employers begin to do their own work in directory publishing which heretofore outside printers had been doing, and as deregulation permits them to expand into other industries and across the country," Bahr said.

"I suggest to you that the real question to be asked is how many CWA and ITU members are going to be involved in a single, integrated industry tomorrow," he said. "The ITU is involved in an industry that is rapidly moving in the direction very similar to us in CWA. Telecommunications, laser printers, fiber optics, satellite facsimile systems and other technological advances are used today for graphic and electronic communications."

Speaking in the same vein, ANPA Vice President/Human Resources Roy W. Anderson told the convention the time has come "to recognize the importance of the 'diversity principle,' which provides us with a fair competitive situation in the growing field of telephone-based electronic information services."

Anderson added: "The interpretation of the diversity principle created by the divestiture of AT&T will have an impact on all of us in the newspaper business as significant as any of our previous technology developments. Our business has faced the competitive challenge of radio, television, direct mail and others. Today we must recognize that our future together will require an understanding of how information services and electronic publishing will affect the newspaper of tomorrow."

SPLIT EVIDENT. Throughout the convention, the longstanding 3-to-2 split on the Executive Committee was evident, with President McMichen and Vice Presidents Boarman and Billy J. Austin forming the majority, and Vice President Allan J. Heritage and Secretary-Treasurer Thomas W. Kopeck the minority. Both Heritage and Kopeck, while not speaking against the CWA, supported a minority report of the merger committee that called for a delay in taking action on the proposed merger, "with this time used to renegotiate the merger document."

That Executive Council split had manifested itself over an earlier proposal for the ITU to affiliate with the Teamsters. That proposal, opposed by the three-member leadership majority, eventually failed. But the continuing interest of Teamsters President Jackie Presser was apparent in Hershey, nonetheless.

In a letter to mailer delegates, Presser stated that any mailer local affiliating with the Teamsters will have its own charter and will be an autonomous local entitled to all of the services provided affiliates. "I have pledged to create a Mailers Branch within the IBT so that you can continue your identity and proud tradition," he said.

About 13,000 of the union's 40,000 active members are mailers. And among the immediate problems facing the ITU are the possible disaffiliation of more mailer locals (see story below), as well as a declining strike fund and financial problems at the union's largest local—the 3,800-member Local 145 in Montreal.

Heritage, the mailers' vice president from Toronto, was nominated to oppose McMichen in the coming presidential election. (Because of a change in the ITU constitution, it was the first time nominations were made during a convention.)

Members will vote for international officers in the same Nov. 19 referendum that will decide the merger question.

Also in the election, Boarman will be opposed by Robert L. Wartinger of Seattle, a former ITU vice president. Austin is being challenged by Gerald J. Miller of Philadelphia, and Secretary-Treasurer Kopeck by William F. Frazee of Detroit, who is currently assistant to McMichen.

Leathem of the Southern California local and Joel K. Wilson of Detroit are running for a third vice president's position.

Under the merger agreement, the five elected officers would become officers of the proposed new CWA sector during a three-year transition period. In 1990, the number of elected officers would be reduced to three.

The ITU's headquarters in Colorado Springs would be moved to CWA headquarters in Washington, D.C., during the transition period. *—Clark Newsom*

Disaffiliation vote

Members of San Francisco-Oakland Mailers' Union No. 18 voted 388-75 July 27 to disaffiliate from the International Typographical Union. The local union has about 870 members. Approval for the disaffiliation required a three-fourths' majority vote of those attending the special meeting.

Recent contract settlements

Atlanta Journal and Constitution, GCIU: Two-year agreement covering pressroom employees; retroactive to March 1, 1986.

Chicago Sun-Times, ITU: Six-year agreement covering composing room employees; retroactive to Jan. 15, 1983.

Los Angeles Herald Examiner, GCIU: Three-year plant-wide agreement; retroactive to March 6, 1986.

Milwaukee Journal and Sentinel, ITU: Four-year agreement covering composing room employees; retroactive to March 4, 1985.

Nashville Newspaper Printing Corp., ITU: Three-year agreement covering mailroom employees; retroactive to Jan. 1, 1986.

San Diego Union and Tribune, Teamsters: Three-year agreement covering drivers; retroactive to Aug. 5, 1985.

Toronto Globe and Mail, GCIU: Two-year agreement covering pressroom employees; retroactive to Jan. 1, 1986.

(Details in August and September 1986 ANPA Labor & Personnel Relations Letters.)

Settlement made with printer in job-guarantee case

An out-of-court settlement has been reached with a former printer at The Daily Press in Escanaba, Mich., who was laid off in 1982. The settlement came after a federal judge ruled that the layoff breached a lifetime-job-security agreement.

The printer, Victor Stock, and Typographical Union No. 278 contended that his layoff violated a job-guarantee provision that had been reached with the former owner of the newspaper during 1973 negotiations for a new labor agreement. A "memorandum of understanding" protecting Stock and 11 other printers from layoff was attached to the contract.

In 1980, The Daily Press was purchased by Thomson Newspapers from Panax Corp. During negotiations for a 1982 agreement, the job-guarantee provision was deleted from the basic labor contract and became a separate agreement. The new contract contained no restriction on layoffs except for the requirement that layoffs generally be made in seniority order.

The union filed a grievance following Stock's layoff, and the dispute went to arbitration. The arbitrator dismissed the grievance, ruling that the matter was beyond the scope of his jurisdiction because the job-guarantee provision had been deleted from the contract that he was empowered to interpret.

In 1983, Stock and the union filed a lawsuit in the Circuit Court for Delta County seeking damages from the company. The case was sent to U.S. District Court on grounds that it was a civil action for alleged violation of a labor contract.

U.S. District Judge Douglas W. Hillman refused to grant the company's request for summary judgment. "Although this is a close and difficult case," he said, "I am persuaded that the parties to the 1973 agreement intended by the Memorandum of Understanding to create a perpetual, non-negotiable lifetime employment guarantee." He said this constituted "an obligation enforceable against the employer despite the expiration of the various collective bargaining agreements."

Hillman further held in his Jan. 24, 1986, opinion that the guarantee against layoff was enforceable by Stock against Thomson, as successor to Panax, and that the layoff was a breach of contract.

Terms of the settlement, reached in late July, were not disclosed under a confidentiality agreement.

(Escanaba Typographical Union No. 278 and Stock v. Thomson Newspapers [Mich.] Inc. and The Daily Press, USDC W.D. Mich., Northern Div. No. M83-158 CA2) ☐

NLRB judge recommends second election at Anchorage Times

An NLRB administrative law judge has recommended that the board set aside the results of a representation election at The Anchorage Times that was lost by two unions.

In the June 21, 1985, election, a unit of all workers except carriers, composing room and pressroom employees voted 118-74 against representation by Local 327 of the Graphic Communications International Union and Local 341 of the Alaska State District Council of Laborers, joint petitioners.

However, Judge George Christensen found in a July 18, 1986, decision that a former managing editor had held a so-called "captive audience" meeting of newsroom employees within 24 hours of the polls' opening. Christensen noted that since 1953 the board has followed a policy of setting aside any election in which an employer had addressed a captive audience within 24 hours of the election.

Christensen recommended that the second election be conducted whenever the NLRB regional director determines that the effects of the company's "election interference" have "dissipated."

(Anchorage Times Publishing Co. and Alaska State District Council of Laborers and GCIU, JD[SF]-86-86) ☐

Court finds union not liable for back pay

In a discharge case that has been the subject of NLRB and court decisions since 1980, a new ruling has been issued by a federal appeals court in favor of the union that represented the two discharged workers.

The 9th U.S. Circuit Court of Appeals held in a 2-1 ruling that because no tribunal has yet concluded that the two were discharged in breach of a labor agreement, they are not entitled to a back-pay award. "We hold that the employees must show both a wrongful discharge by the employer and a breach of duty by the union to collect back pay from the union," the court said.

The court upheld that portion of an earlier NLRB decision directing the union to make attempts to get the matter before an arbitrator and to hire outside counsel at the union's expense. At the same time, the court said it recognized that a four-year statute of limitations may bar a lawsuit seeking to compel arbitration.

The dissenting opinion noted that the decision leaves the workers without a remedy if arbitration is found to be time-barred.

The case stemmed from the 1978 discharge of pressmen Gil Fowler and Michael Tenorio by the San Francisco Newspaper Agency.

In 1984, on remand from the 9th Circuit, the NLRB had decided that Web Pressmen and Platemakers' Union No. 4, which is affiliated with the Graphic Communications International Union, was liable for back pay to the two men because it inadequately represented them in handling their discharge grievance [presstime, Jan. 1985, p. 63].

Union officials could not be reached for comment.

(San Francisco Web Pressmen and Platemakers' Union No. 4 v. NLRB, USCA Nos. 83-7701, 83-7822) ☐

Motor-route drivers ruled not employees

Motor-route drivers delivering the Fond du Lac (Wis.) Reporter are independent contractors and not employees of the daily, according to a recent ruling by the NLRB regional director in Milwaukee.

By virtue of that finding, Regional Director Joseph A. Szabo dismissed a petition by Local 298 of the Graphic Communications International Union to represent the drivers and two other classifications of delivery drivers.

Szabo determined that the motor-route drivers control their customer list, derive a profit from delivery and can suffer a loss from non-paying customers.

He also found that "paid-in-office" drivers and bundle haulers—who own their own delivery vehicles and make deliveries for other clients—are independent contractors.

(Fond du Lac Reporter and Neenah-Menasha Printing Pressmen Local 298, Case No. 30-RC-4580) ☐

Circulation employees found to be managers exempt from contract

Circulation zone managers and their supervisor have been excluded from a bargaining unit represented by The Newspaper Guild at The Union Leader of Manchester, N.H.

Robert S. Fuchs, the NLRB regional director in Boston, found that the zone managers are managerial employees and that the person they report to is a supervisor within the meaning of the Taft-Hartley Act.

Fuchs noted that the zone managers independently enter into and cancel contracts with independent contractors and use their own judgment to make decisions affecting the newspaper's circulation.

The zone supervisor hires and fires the zone managers, schedules their work and evaluates them at the end of probationary periods, the regional director also observed.

His decision came on a petition filed by the newspaper to "clarify" the bargaining unit. The union did not appeal the decision.

(Union Leader Corp. and The Manchester Newspaper Guild, Case No. 1-UC-461) ☐

Kansas City attorney named to NLRB

President Reagan has nominated Mary M. Cracraft, a Kansas City, Mo., attorney, to fill the fifth seat on the NLRB.

The board has been at four-member strength since June 25 when Patricia Diaz Dennis joined the Federal Communications Commission [presstime, Aug. 1986, p. 36]. If confirmed by the Senate, Cracraft will be appointed to a five-year term expiring Aug. 27, 1991.

Cracraft, 40, was a field attorney for the NLRB from 1977 to 1981. Since 1981, she has been an associate with the Kansas City law firm of Gage & Tucker. ☐

EEOC head confirmed

The Senate Aug. 12 confirmed Clarence Thomas for a second five-year term as chairman of the Equal Employment Opportunity Commission [presstime, July 1986, p. 74].

The Labor and Human Resources Committee had recommended confirmation Aug. 6 by a 14-2 vote. ☐

Status of reinstated cartoonist at issue in Philadelphia

The status of an editorial cartoonist fired by The Philadelphia Daily News and ordered back to work by an arbitrator may be at issue in another arbitration.

Cartoonist Rob Lawlor was discharged Jan. 23, 1985, for including his estranged wife's unlisted telephone number in a cartoon depicting a starving Ethiopian child behind the bars of the computerized Universal Price Code.

In July, Arbitrator Louis Aronin converted the discharge to a two-week disciplinary suspension. He directed that Lawlor be reinstated to his former "or substantially equivalent" position. Philadelphia Newspapers Inc., publisher of the News and The Philadelphia Inquirer, restored Lawlor to work in the advertising art department.

Local 10 of The Newspaper Guild, however, wants Lawlor reinstated to the position of editorial cartoonist. The company has refused to do so on grounds that the position is filled and that editorial content is within the discretion of the editors.

The company contends that its right to choose an editorial cartoonist is protected by the First Amendment. It cites a court ruling involving the North Jersey Herald-News of Passaic as precedent [presstime, Dec. 1985, p. 48].

The Guild has asked Aronin to clarify his ruling on whether he meant Lawlor had to go back to his former position. The company, however, contends that another arbitrator should consider the Guild's argument on the remedial effect of the decision. ☐

Additional arbitration awards

New York Times, Guild: Stanley L. Aiges sustained the discharge of a classified advertising department employee for refusing to meet with her supervisor unless a union representative was present.

St. Paul Pioneer Press and Dispatch, Guild: William J. Berquist upheld the discharge of a circulation department assistant district supervisor for failing to turn in carrier bill payments the same day as collected.

St. Louis Post-Dispatch, Guild: Bert L. Luskin found the company violated the labor agreement by transferring an outside classified salesman to the position of outside retail salesman without his consent.

San Diego Union and Tribune, Guild: Lionel Richman reinstated with back pay a relief circulation district manager who had been discharged for failing to meet a deadline for dropping off papers for carriers.

San Francisco Chronicle, Guild: Gerald R. McKay dismissed a columnist's compensation claims for unauthorized work on holidays and for unauthorized use of her automobile.

San Francisco Newspaper Agency, ITU: Armon Barsamian upheld the company's position in a dispute over the accounting method used to compensate substitute composing room employees for work lost because of a reduction in the regular workforce.

San Francisco Newspaper Agency, ITU: Robert E. Burns ruled that the company violated the labor agreement when it reorganized the mailroom management structure to create more than one foreman position.

San Francisco Newspaper Agency, ITU: Joseph F. Gentile sustained the discharge and permanent bar from employment of a mailroom union steward for his participation in a work stoppage.

Tacoma (Wash.) News Tribune, GCIU: Richard B. Peterson ruled that the newspaper did not violate the labor agreement by refusing to hire as a regular, full-time employee a pressman referred by the union.

Victoria (British Columbia) Times-Colonist, ITU: Richard M. Brown found that the labor agreement did not prohibit the newspaper from installing labor-saving equipment in the mailroom.

Washington Post, Guild: Robert J. Ables found that the newspaper improperly used free-lancers to perform bargaining unit work.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

ANPA prepares guide on wellness programs

In an effort to help newspapers improve employee health and reduce costs, ANPA has developed a guide for implementing a wellness program.

"Wellness" is defined in the booklet as "experiencing the physical, mental and emotional sense of well-being." Proponents of wellness programs say they can lead to reduced employee absenteeism, lower medical claims, improved job performance, fewer incidents of job burnout, enhanced morale and other benefits [**presstime**, May 1986, p. 44].

The booklet was prepared by the Environmental Task Force of the ANPA Technical Committee and is scheduled to be distributed to ANPA-member newspapers in October.

An introduction to the guide notes that the traditional focus on curative treatment of acute illnesses has given way to emphasis on health promotion, prevention and early detection of disease, and management of chronic illness. "There is a growing recognition of the importance of such elusive non-medical factors as lifestyle, behavior and stress in morbidity and mortality," the publication notes.

It says a wellness program may consist of any number of complementary components depending on the needs, goals and resources of the individual newspaper. Four key components are considered to be the cornerstone of a wellness program:

- Health education
- Smoking cessation
- An employee assistance program
- Health assessment.

The outcome of a wellness program should be measurable in order to assess its success, the guide says. This can be accomplished through comparisons of both inter- and intra-newspaper data. Participation in the ANPA Accident Reporting System is one means of data comparison that will allow newspapers to measure the results of their programs and compare them confidentially with other papers.

"I think it's going to be very important to our business that newspapers take a look at health promotion," says George Cashau, the Association's director/technical research. "Newspapers have an opportunity through wellness programs to not only get a happier, healthier workforce but to significantly affect the bottom line," he says, noting that General Motors Corp. has reported a 3-to-1 return on its wellness investment.

The guide points out that there are numerous community resources available that can be used for little or no cost. They include organizations such as hospitals, universities, chambers of commerce, the American Heart Association, the American Cancer Society, the American Lung Association, Weight Watchers and Alcoholics Anonymous.

Also included in the booklet are a bibliography and a wellness-program cost analysis based on circulation size and number of employees. ☐

Guild files charges over pay cuts

Northern California Newspaper Guild No. 52 filed unfair labor practice charges with the NLRB Aug. 6, alleging that The Sacramento Union bargained in bad faith by implementing the terms and conditions of its most recent contract offer prior to an impasse in bargaining.

Effective Aug. 4, the Union implemented a 15-percent wage cut along with other changes in the contract that expired May 5, 1986. The Guild represents newsroom, advertising, circulation and business office employees at the newspaper. ☐

Salary milestone reached at Newsday

The minimum salary for experienced reporters and copy editors at Newsday will top $52,000 a year on April 1, 1989.

Under the terms of a labor agreement ratified Aug. 3 by members of Local 406 of the Graphic Communications International Union, which represents editorial employees at the Long Island, N.Y., daily, reporters with five years' experience will receive $900 a week effective April 1, 1987, $951 in 1988 and $1,002 in 1989.

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Why is Bill Hogan in newspaper pagination?

There are people in the newspaper industry who believe pagination is 'somewhere down the road.' But not Wm. R. "Bill" Hogan, vice president and general manager of Phoenix Newspapers, Inc., publishers of The Arizona Republic/The Phoenix Gazette.

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There's no business like 'show' business

In June, glowing accolades were offered to describe the 58th Annual ANPA Operations Management Conference & Exposition in Atlanta. The kudos ranged from "heavy traffic" to "super show." Now, after a few months to assess the situation, vendors continue to express enthusiasm for what happened during the largest equipment exhibition in ANPA trade-show history.

AMERICA
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Vendors credit ANPA's 1986 Exposition for increased sales.

For example, Royal Zenith Corp., which manufactures color scanners, and Baldwin-Gegenheimer Division, which makes counting-stacking machines and other equipment, reported a large increase in sales after this year's show, in contrast to their experiences following 1985's version in New Orleans.

In a random sampling of eight exhibitors by **presstime**, other companies reported receiving a number of inquiries as a result of contacts made in Atlanta. They said newspapers appear to be in a spending mood but are taking time to make sure they select the right equipment—particularly major purchases.

"I think potential customers take a 'wait and see attitude' for the big items," Ruthann Medina, manager of marketing services for Autologic Inc., said. At the Exposition, her company demonstrated its APS-6 Laser Imager, among other products.

"The show is an opportunity for [newspaper personnel] to look at several vendors at once—and at that one feature that convinces them to choose one system over another," Medina said.

"It's basically an information-gathering session for a lot of people, though, and the actual decision to buy comes later. They can ask questions, touch the machine, see how it works. But in most cases, they don't come to the show to buy things right off the floor" [**presstime**, July 1986, p. 49], he added.

Indeed, because ANPA is a non-profit organization, sales can't be made directly on the floor. ANPA sponsors the OMCE to give newspaper executives and others an opportunity to exchange technological information and to see a wide variety of the latest in systems and equipment in one place.

Martin W. Sussman, vice president of Royal Zenith, reported that in the two months since the OMCE, his company sold 12 scanners. The Moonachie, N.J., firm expects to double that figure by the end of the year, he said.

"It was a very successful show for us," Sussman said. "This was our third year [of exhibiting at ANPA], and it was definitely our best yet."

Sussman said he believed the surge in business can be attributed to an increasing belief that good color reproduction is essential for the newspaper business and to the perception that Royal Zenith's 200S scanner is a good product.

At Baldwin-Gegenheimer, 17 orders for Count-O-Veyor counting and stacking systems have been placed since the June 21-25 show.

"ANPA was a huge promotional success for us this year," said Robert Soderlund, vice president of sales and marketing. "The mood and enthusiasm of publishers and exhibitors reflected the optimism that is currently prevalent in the newspaper business. There was a lot of interest shown by publishers in buying new products to help them expand and upgrade existing facilities and equipment."

According to a spokeswoman, Baldwin-Gegenheimer was more aggressive this year, sending out a lot of promotional materials before the show, offering to accept some older equipment as trade-ins and following up on contacts made in Atlanta.

Like Autologic, several companies including Idab Inc. and Morris Publishing System reported no surge in sales since the show, but they still judge their participation in the event a success.

Karl Ziegler, marketing manager for Hialeah, Fla.-based Idab, said buying decisions likely will be made before the end of the current fiscal year. Of particular interest in Atlanta was Idab's non-contact counter, which uses a stream of air to count newspapers, he said.

Morris Publishing System was a first-time vendor in Atlanta, demonstrating a personal computer-based front-end system that had been developed by Southeastern Newspapers Corp. for its own publications.

Joseph E. Kelly, vice president of Southeastern Newspapers, said the Augusta, Ga., company is still receiving inquiries from across the country and abroad as a result of its ANPA booth.

Although the Morris Publishing System is still awaiting a first outside buyer, Kelly said he is confident a sale will be made soon. "It's not the kind of thing you make a decision on overnight," he commented. "We expected people to go back and think about it before they made up their minds."

In fact, from the vendors' standpoint, the major lure of the ANPA trade show is the audience it attracts, said Ned Boudreau, marketing communications specialist for Scitex America Corp. of Bedford, Mass.

"At some shows, you see everyone from artists to typesetters, and that's good to let people know about your product," said Boudreau, whose company manufactures pre-press products. "But if you want actual sales, you have to let the decision makers see what your equipment can do." And the OMCE brings in "the people who make the purchases at the newspapers," he noted.

Lester A. Kraft, vice president and general manager of Graphic Systems Division of Rockwell International, described visitors to the June show as the most serious group he had seen in five years. They were doing their homework, not just casually wandering through booths, he said.

"We were extremely busy with serious discussions of technology," Kraft said, adding that he feels there will be a "high level of purchasing activity" between now and the next show June 6-10, 1987, in Las Vegas. *—Rosalind C. Truitt*

Rockwell replaces 56 cracked Goss folders, estimates 20 more will need same treatment

The Graphic Systems Division of Rockwell International Corp. is about two-thirds the way through a program to inspect, modify and—if necessary—replace Goss 3:2 press folders that last year were discovered to have design flaws.

To date, the company has found it necessary to replace 56 cracked folders. In all, the company is projecting that 76 folders will need to be replaced, according to Lester A. Kraft, the division's vice president and general manager. Of the 720 such folders in use, 505 have been machined to eliminate the sharp corners that engineers believe contributed to the cracking.

Kraft said the company hopes to complete its inspection/modification/replacement program by the end of October.

A team of Rockwell and independent engineers determined the cause of the flaw. After considerable review, Kraft said, the decision was made to modify uncracked folders or replace ones that had cracked, rather than scrap the entire design. New folders are being built with the modifications.

The problems with the 3:2 folders, which yield three folded copies of a newspaper for every two revolutions of the folder, first surfaced in June 1985 at The Oregonian in Portland. Less than two weeks after cracks were discovered in The Oregonian's folder, others at The Boston Globe and The Orange County Register in Santa Ana, Calif., threw off pieces of metal [**presstime**, Oct. 1985, p. 54].

There have been no other reports of folders throwing metal, Kraft said, adding: "We believe we addressed the problem in time." Prior to last year, the folders had been in use since 1957 without incident, he noted.

Once all the folders have been modified or replaced, 13 to 15 selected newspapers—particularly ones with big press runs—will be visited to determine whether the folders are performing satisfactorily. Kraft said these reviews will take place every few months for an indefinite period. ☐

Equipment exchange

For sale: Two Dymo Mark V Pacesetter Phototypesetting machines. Purchased February 1977; machine serial numbers 3292 and 3289. Each machine has a 16-font disc and 16 point sizes (5, 6, 7, 8, 9, 10, 11, 12, 14, 18, 24, 30, 36, 48, 60, 72). Any reasonable offer accepted. Please contact Peter P. Romano, ANPA director/technical services, The Newspaper Center, Reston, Va.; (703) 648-1215.

For sale: Raycomp Adset system, complete with two work stations, graphic digitizing worktables, TI-700 terminal, spare drive, boards and manuals. In good working condition. Contact Glen Cornwall or Garth Anderson, Fairbanks Daily News-Miner, Fairbanks, Alaska 99707; (907) 456-6661.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers. ☐

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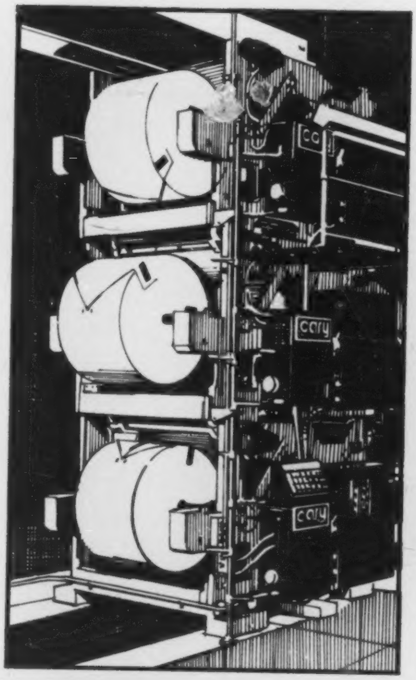

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Paint shaker mixes developer for plates

Mixing plate-developing solution is no easy task. Anyone who's tried to blend the mixture by shaking one of the heavy bottles manually would likely attest to that fact.

Thomas R. Crossett, mechancial supervisor for The Daily Journal in Kankakee, Ill., offers a different solution.

"Our developer shaker may not be a major breakthrough in printing technology, but it is innovative and does solve the problem it was created to correct," Crossett said.

During storage, the plate-developing solution his newspaper uses reverts to heavy sediment and thin solvent. "Manual shaking did not work due to the (human) shaker wearing out before the chemical was mixed," Crossett noted. "We tried an obsolete paint shaker from a local paint store, but the plastic container would fret through and cause a considerable mess."

The newspaper hit upon the idea of using the body of the paint shaker with a 5-to-1 reduction drive and a ¼-horsepower motor. A foam-filled box was attached to the shaker and wired into a time-delay relay in the plate-developing machine. The reduction drive slows the shaker so that the bottles don't shake too violently; the foam-filled box keeps the bottle in one place during mixing.

Each bottle is shaken 30 minutes or less, depending on the type of developer used. The newspaper uses between two and four bottles per day, depending on the number of pages it processes.

"The pressman simply puts the container into the box, presses the button to turn it on, and it shuts off when finished," Crossett explained. He says the machine has been in operation several months and works very well.

The cost and method of constructing a similar machine would depend on a printing plant's capacity for self-manufacture and the availability of "scroungable" parts, Crossett said. But he added, "I hope this idea can help others as it has helped us."

Editor's note: The preceding was submitted in response to ANPA Technical Committee requests for innovative ideas. Send submissions to Alan Tepper, Technical Services Department, at The Newspaper Center in Reston, Va. ☐

TECHNOLOGY NOTES

- Illinois Tool Works Inc., a manufacturer of tools, fasteners and plastic items, reached an **agreement to acquire Signode Corp.** for an estimated $500 million.

Chicago-based Illinois Tool Works estimated Signode's annual sales at $750 million. Signode, a Glenview, Ill., company, manufactures bundle-strapping and other equipment for newspaper mailrooms.

- **Cuneiform Systems** Inc. of Nashua, N.H., a manufacturer of electronic publishing systems, has **gone out of business,** according to published reports.

Company officials could not be reached for comment.

Cuneiform, which has an estimated 100 newspaper customers, was formed last year after another company, Unitex, failed. Chorus Data Systems Inc. purchased 51 percent of Unitex stock, and Indian Head National Bank owned the remainder [presstime, May 1985, p. 68].

- A group of shareholders brought a **class action suit against Scitex** Corp., charging that some of the company's prospectuses were fraudulent.

The suit was filed in U.S. District Court in New York City on behalf of those who purchased stock between April 24 and Nov. 14, 1985.

The company, which manufactures color imaging systems and other pre-press equipment, denied that false information was provided to potential investors. The Israeli firm has U.S. corporate offices in Bedford, Mass.

- In unrelated developments, Scitex reported a **second quarter loss** of $9.9 million, and it announced a **joint marketing agreement** with Iris Graphics Inc. of Stoneham, Mass., for Iris' color ink-jet proofing systems.

- Nearly a year after the possibility was first broached, Sun Chemical Corp. agreed in principle Aug. 19 to **sell its graphic arts materials group** to Dainippon Ink and Chemicals Inc., a Japanese firm, for $550 million.

The transaction, which is subject to various approvals, includes Sun Chemical's General Printing Ink Division in Chicago and its Pigments Division in Cincinnati.

Sun Chemical, a New York City-based firm, is the largest American maker of printing ink.

- Publishers Equipment Corp., Koenig & Bauer, and Windmoeller & Hoelscher announced an agreement Aug. 20 that gives PEC the sole marketing, sales, service and engineering responsibility for the **flexographic equipment** produced by the three companies.

TECHNOLOGY CALENDAR

- Seybold Seminars will hold its first **Desktop Publishing Conference and Equipment Exposition** Sept. 3-6 at the Hyatt Regency San Francisco.

- The Flexographic Technical Association will sponsor a **Prepress Seminar** Sept. 10-11 at the Rochester Institute of Technology.

- The **ADMARC Newspaper Users Group** will meet Sept. 17-19 at the Hyatt Regency Chicago.

- The **Creative Data Systems Users Conference** will be Sept. 18-20 at the Marriott Tan-Tar-A Resort, Lake of the Ozarks, in Osage, Mo.

- The annual **Lasers in Graphics/Electronic Publishing in the '80s Conference** will be Sept. 21-29 at the Anaheim Hilton in Anaheim, Calif.

- The annual **New England Newspaper Operations Conference** will be Sept. 25-28 at the Sheraton Islander Hotel and Conference Center in Newport, R.I.

- **Composition Technologies,** a seminar sponsored by the National Composition Association, will be Oct. 2-3 at the Key Bridge Marriott in Arlington, Va.

- The **50th Annual Western Newspaper Production Conference** will be Oct. 2-4 at the Monterey (Calif.) Sheraton.

- The **Digital Equipment Computer Users Society Symposium** will be Oct. 5-10 at the Moscone Center in San Francisco.

- **Computer Graphics for Design '86** will be Oct. 6-7 at the Hyatt Union Square in San Francisco.

- The Society of Photographic Scientists and Engineers will hold its fall symposium and annual **International Conference & Exposition on Electronic Imaging** Oct. 13-16 at the Hyatt Regency Crystal City in Arlington, Va.

- The **International Newspaper Conversions Group** will meet Oct. 15-17 at the Capital Hilton in Washington, D.C.

- **Graph Expo '86 East** will be Oct. 19-22 at the Philadelphia Civic Center.

Evansville JOA goes topsy-turvy

Daily newspapers will change hands in Evansville, Ind., in a complex deal that has one newspaper company selling its evening paper in order to purchase the larger morning paper. The Justice Department will look into the transaction.

Under agreements announced Aug. 1, Scripps Howard will purchase The Evansville Courier (morning, circulation 63,335) from the Robert C. Enlow Trust and a group of minority stockholders. Scripps Howard will sell The Evansville Press (evening, 41,414) to Robert H. Hartmann, a former executive of the company.

The two papers are partners in a joint operating arrangement in which their news and editorial operations are separate but their business functions are performed by a jointly owned printing company.

In addition, Scripps Howard will acquire sole ownership of the printing company, Evansville Printing Corp., and of Evansville's Sunday newspaper. Terms of the sales, which the parties expect to complete in mid-September, were not disclosed.

Currently, Scripps and the owners of the Press hold equal shares of Evansville Printing. Under an arrangement unique among JOA newspapers, the Sunday Courier & Press is published by the printing company's employees using a separate news staff. The only part of the Sunday edition for which the morning and evening papers are responsible are the editorial pages.

As of late August, the editorial staffing situation was only beginning to shake out. According to Bill D. Jackson, editor of the Courier, he and Press Editor Thomas W. Tuley will trade jobs and will take their managing editors with them. Additional shifts in the two newsrooms are expected to take place.

Although it does not represent employees at either Evansville paper or at the joint publishing agency, The Newspaper Guild has asked for an investigation by the Antitrust Division of the Justice Department into the sale price of the Press and the source of the funds used by Hartmann to purchase it.

Guild President Charles A. Perlik Jr. charged that by buying the Courier and selling the Press to Hartmann, Scripps Howard "has altered the nature of its joint operating agreement so as to guarantee the permanent subordination and decline of the Press."

A department spokesman said the agency will "look at" the matter "from an antitrust point of view."

"That doesn't mean we're investigating it, and it doesn't mean we've come to any conclusion about it," said spokesman Mark T. Sheehan. "I don't know whether the look will be any more than simply examining the modification of the JOA." The department likely would look at the deal even without a request to do so, he added.

Under the Newspaper Preservation Act, which legalizes JOAs, the Justice Department must be notified of changes to an existing arrangement, but prior departmental approval is not required.

William R. Burleigh, senior vice president of Scripps Howard's Newspaper Division, said an amended JOA contract will be filed with the Justice Department after the twin sales are completed. Burleigh was named to oversee Scripps Howard's newspaper and publishing activities after Hartmann resigned as general business manager of the Newspaper Division to buy the Press.

Scripps Howard is not unique in swapping JOA newspapers. In 1979, Gannett Co. sold the Nashville Banner to buy The Tennessean.

This will be the second time this year that Scripps Howard has obtained the morning publishing slot in a JOA market. Its Knoxville News-Sentinel became a morning newspaper July 1 when the JOA agreement there was renegotiated [presstime, March 1986, p. 69].

The existing JOA agreement in Evansville is not due to expire until 1998. According to Burleigh, the recent death of the widow of Robert C. Enlow, former publisher of the Press, prompted trustees to consider selling the paper. The sale requires the approval of a probate court. ☐

ATHENS DAILY REVIEW

Benson's bid the cream of the crop

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The Dwelle family of Athens, Texas, has sold

THE ATHENS DAILY REVIEW

(Daily circulation 7,300)

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California seeks big boost in papers' workers' comp costs

Newspapers in California may have to pay 34 percent more for workers' compensation coverage for a major portion of their employees than commercial printing operations pay. Currently, rates are similar for both.

If the proposal from the California Workers' Compensation Insurance Rating Bureau is implemented, the California situation would sharply contrast with other parts of the country where workers' compensation costs are higher for commercial printers than for newspapers.

The rating bureau has proposed a 32-percent increase in premiums for coverage of blue-collar employees at newspapers and a 2-percent decrease for those in commercial shops.

The big swing in rates reflects a pattern of more frequent claims for workers' compensation on the part of newspaper workers, according to the bureau.

Data sent to the California Newspaper Publishers Association showed that for the eight years 1976-1983, the number of serious workers' compensation claims per $10 million of payroll averaged 2.24 for commercial printers and 3.44 for newspapers.

The state's Insurance Commission, which acts on recommendations from the rating bureau, has scheduled a public hearing Oct. 22 on the proposed rate modifications. Michael B. Dorais, CNPA general manager and general counsel, said the association will appear at the hearing to request that the commission delay action until an independent evaluation can be made.

Richard W. Neergaard, ANPA manager/environmental services, pointed out that there is a difference between workers' compensation claims and occupational injuries and illnesses reported to the federal Occupational Safety and Health Administration. "While linked," he said, "there is not a direct relationship."

The injury and illness incidence rate for newspapers is below that for commercial printers. According to the most recent figures from the U.S. Bureau of Labor Statistics, covering 1984, the incidence rate for newspapers was 6.5 per 100 full-time workers, compared with 7.5 for commercial printers.

Canada gets new French daily

After four years of planning and controversy, a new French-language daily finally began publishing Aug. 11 in the Canadian province of New Brunswick.

Le Matin, a six-column "slim tabloid" 17 inches in depth, has its headquarters in Moncton. The paper is published mornings Monday through Friday.

The controversy arose when the federal and New Brunswick governments contributed $2 million and $4 million (Canadian), respectively, to a trust fund to help the provincial daily get started.

New Brunswick's 250,000 French-speaking people had been without a province-wide daily since the 17,000-circulation L'Evangeline ceased publication in 1982. That newspaper had been subsidized by the government of France. There is a regional French-language daily—L'Acadie Nouvelle—published in the northeastern New Brunswick city of Caraquet. It receives no government aid [presstime, July 1984, p. 71].

Charles D'Amour, publisher of Le Matin, said the newspaper cannot touch the capital in the trust fund. The trust can transfer revenue from the fund only to assist in the collection and distribution of news over a wide area, he said.

"This venture is compared to none in North America," said D'Amour. He noted that Le Matin serves an area as far as 300 miles from Moncton.

The newspaper is "not viable as a commercial venture," the publisher said. "That's why the governments helped with contributions."

D'Amour said the initial press run was 37,000, with heavy sampling. He said he expects paid circulation to be between 20,000 and 25,000 one year from now. The single-copy price is 50 cents.

Le Matin has a staff of about 50, of whom 21 work in the newsroom. The newspaper is printed commercially in Moncton.

Tax proposal pulled

A proposal for a 2.5-percent sales tax on the sale of advertising in New Orleans was withdrawn before it could be acted upon by the City Council Aug. 7 [**presstime**, Aug. 1986, p. 40].

UPI expansion includes reopening 5 U.S. bureaus

United Press International said it will reopen five domestic bureaus shut down in recent years because of financial difficulties. The wire service also said it will add 37 editorial positions and establish a new bureau in Bahrain for improved coverage of the Persian Gulf.

In other developments, Maxwell McCrohon was named president and chief operating officer by UPI's new owner, Mario Vazquez-Rana [**presstime**, July 1986, p. 19]. McCrohon, formerly UPI editor-in-chief, was succeeded by Malcolm Hughes, a 30-year UPI veteran who had been serving as executive editor.

McCrohon said bureaus should be reopened by the middle of this month in Dayton, Akron and Youngstown, Ohio; Charlotte, N.C.; and Roanoke, Va.

UPI staff sizes will be increased in Pennsylvania, Ohio, California, Florida, New Jersey, Illinois, North Carolina, Georgia, Virginia, Indiana and Washington, D.C., the company said. Correspondents also will be added in South Africa, East Africa, Nicaragua and Honduras.

McCrohon said more staffing increases are planned.

Boston Herald becomes latest metro for sale

Another metro daily newspaper is on the seller's block—the Boston Herald. Its future was charted when Rupert Murdoch added to his television holdings in August with an agreement to buy a UHF Boston television station, KXNE-TV.

Under Federal Communications Commission rules, Murdoch will have to sell the Boston Herald to comply with the ban on common ownership of a television station and newspaper in the same market.

Murdoch said he will ask the FCC for a waiver to give him a reasonable time to sell the paper. His Fox Television Stations Inc. already owns TV stations in Chicago, Dallas, Houston, Los Angeles, New York City and Washington, D.C.

In June, Murdoch sold the Chicago Sun-Times in order to keep his Chicago station, WFLD-TV [**presstime**, July 1986, p. 58].

Murdoch reportedly paid Christian Broadcasting Network $27 million for KXNE-TV. In addition, CBN will receive 26 films from Murdoch's Twentieth Century Fox Film Corp.

12 named minority fellows by ANPA Foundation

Twelve employees in various newspaper departments have been awarded ANPA Foundation minority fellowships for the second half of this year.

The fellowships cover registration, travel and accommodations during seminars sponsored by ANPA and other newspaper organizations. Awarded twice a year, the fellowships are designed to increase opportunities for minority workers at newspapers to move into higher positions [**presstime**, March 1986, p. 67].

They and the training sessions they will attend are:

- Monte I. Trammer, assistant to the publisher, Poughkeepsie (N.Y.) Journal—Newspaper Executives Marketing Seminar, Scottsdale, Ariz., sponsored by ANPA and the International Newspaper Promotion Association, Sept. 2-7
- Porus P. Cooper, foreign desk copy editor, The Philadelphia Inquirer; Becky Gonzalez, personnel director, Corpus Christi Caller-Times; and Peggy Takahashi, office manager, The Stockton (Calif.) Record—ANPA Management Development Workshop, Chicago, Sept. 22-25
- Sabrina Y. White, copy editor, The Syracuse (N.Y) Herald-Journal—The Poynter Institute Seminar on News and Informational Graphics, St. Petersburg, Sept. 28-Oct. 4
- Dwight Cunningham, assistant news editor/development, The Record, Hackensack, N.J.—Leadership in the Newsroom Workshop, sponsored by ANPA, American Society of Newspaper Editors and Associated Press Managing Editors, Norfolk, Sept. 29-Oct. 1
- Marie Betancourt, assistant editor of suburban bureau, The Miami Herald; and Armando V. Durazo, assistant city editor, Tucson Citizen—ANPA/ASNE/APME Leadership in the Newsroom Workshop, Austin, Texas, Dec. 8-10
- Ernest R. Sotomayor, associate editor, Dallas Times Herald—ANPA Advanced Management Workshop, San Francisco, Oct. 13-15
- Edwin K. Franze, zone sales manager, The Baltimore Sun—Managing People in the Circulation Department Workshop, sponsored by ANPA, International Circulation Managers Association and Newspaper Personnel Relations Association, Chicago, Oct. 27-29
- Sam Gonzalez, promotion/marketing manager, The Modesto (Calif.) Bee—ANPA/INPA Management Skills for Newspaper Promotion Workshop, Sarasota, Fla., Nov. 17-19
- Curtis K. Uno, director of personnel and industrial relations/general counsel, Hawaii Newspaper Agency, Honolulu—American Press Institute: News-Editorial Management for Non-News Executives Seminar, Reston, Va., Dec. 14-19 □

Recent acquisitions

TAGC Holdings Inc. of Alexandria, Va., is acquiring from Sing Tao International Inc., Hong Kong, The Alexandria Gazette, daily circulation 7,857.

Concord Communications of Cape Girardeau, Mo., acquired from Thomson Newspapers Inc. of Des Plaines, Ill., the Southeast Missourian,' Cape Girardeau, daily circulation 13,533.

News-Banner Publications Inc. of Bluffton, Ind., acquired the Bluffton News-Banner, daily circulation 5,466.

Harte-Hanks Communications Inc. of San Antonio, acquired the Plano (Texas) Daily Star, circulation 16,317.

Herman S. Goodman and Nelson J. Goodman of Scranton, Pa., and Ruth Goodman Rose of Wellesley, Mass., acquired majority interest in The Scrantonian Publishing Co., publisher of The Scranton Tribune, daily circulation 38,105.

Park Communications Inc. of Ithaca, N.Y., acquired The Evening Sentinel of Shenandoah, Iowa, daily circulation 3,267.

Leadville Publishing Co., a wholly owned subsidiary of Arkansas Valley Publishing Co., Salida, Colo., acquired The Herald Democrat of Leadville, daily circulation 1,740. □

Press association changes in command

The **National Press Photographers Association**, at its annual convention July 8-13 in Reno, elected the following new officers:

- *President*—Tom Strongman, The Kansas City (Mo.) Star Co.
- *Vice President*—John Cornell, Newsday, Long Island, N.Y.
- *Secretary*—Michael Martinez, The Courier-Journal and The Louisville Times

New members

the Long Islander

Long Island Community Newspapers, a group of eight newspapers that also includes the Great Neck Record, Glen Cove Record-Pilot, Manhasset Press, Oyster Bay Enterprise-Pilot, Port Washington News, Roslyn News and Westbury Times (combined circulation 32,027). Karl V. Anton Jr., publisher.

THE ISLAND PACKET

Hilton Head Island, S.C. (circulation 11,046). Ben T. Banks, publisher.

The Davis Enterprise

Davis, Calif. (circulation 8,950). R. Burt McNaughton, general manager.

Daily Herald

Roanoke Rapids, N.C. (circulation 11,045). Stephen Woody, publisher.

SCOTTSDALE Progress

Scottsdale, Ariz. (circulation 20,042). Jonathan Marshall, publisher.

FINANCIAL TIMES

(U.S. edition), New York City (circulation 10,600). Laurance Allen, executive vice president.

Bermuda Sun

Hamilton, Bermuda (circulation 13,500). Randolph French, managing director.

over-set

SPORTS

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Yankee power

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CENTRAL

The Record

A wedding fit for royalty

Lawyer aided bribery, state sa

Video and print marry well for timely coverage of Great Britain's royal wedding

On the day when Britain's Prince Andrew married the former Sarah Ferguson, The Record in Hackensack, N.J., wanted a color picture to complement its front-page story.

The afternoon paper did manage to publish two same-day, full color shots of the wedding, but not by conventional means. The feat was made possible by an agreement The Record has with CBS television to make still pictures from the network's broadcasts on a trial basis [presstime, Dec. 1985, p. 55].

"The Associated Press did not move any color shots until 10:30 a.m. or so, and we were on the press at that time," notes Record President Michael H. Heath. "I believe using video is a good way to get a high impact, timely shot into our newspaper."

At The Record, a broadcast receiving antenna atop the newspaper building feeds a Sony videocassette recorder. For the wedding pictures, editors monitored the broadcast and selected frames for photographing with a Polaroid camera on 3-by-5-inch instant-print film. Then, using a scanner, separations were made for the day's later editions.

"There are a lot of advantages to using this," Paul Lynch, The Record's quality control manager, says. "We can get good color into the newspaper quickly."

Graphics editor makes a splash with his ingenuity

The job of graphics editor requires a sense of good art, typography and style, and a resourceful spirit. Sometimes you have to go heavy on the resourcefulness.

Take the case of Randy Dieter, graphics editor of The Kentucky Post in Covington. Dieter needed to illustrate a feature story on keeping cool in summer. He set up a photograph in which he and summer reporting intern Laurie Layman fell backwards off a diving board—fully clothed—into a swimming pool.

The shot came off fine, but what really endeared Dieter to the business office was the unusual way he outfitted himself. Unlike Layman, he lacked wash-and-wear clothes in his wardrobe, so he purchased a $5.50 suit, $4 shoes and a $4 briefcase from a Goodwill store.

For the Record, Congressmen read newspapers

Newspapers hold a wide lead for citations in the Congressional Record.

A five-month poll of media mentions in the Record, the daily transcript of proceedings on the floor of the House and Senate, found newspapers cited as sources 1,301 times compared with only 37 for broadcasters. Newspapers were also far ahead of magazines and trade journals.

The Washington Post was mentioned most often, 235 times. Among newspapers, others in the top 10 were: The New York Times, 200; The Wall Street Journal, 60; The Washington Times, 39; Los Angeles Times, 29; The Boston Globe, 24; The Christian Science Monitor, 21; The Baltimore Sun, 13; USA Today, 12; and The Journal of Commerce, 10.

"You cannot equate frequency of mention with influence" on Congress, "but the fact that it's in the Record means somebody's paying attention," observes Jean Rainey, whose Washington, D.C., public relations firm conducted the study.

Newspaper numbers

105—number of U.S. daily newspapers that have switched from afternoon to morning publication in the past 10 years.

1.52—number of accidents per 100,000 miles driven by newspaper delivery vehicles participating in the 1985 ANPA/International Circulation Managers Association Safe Driving Campaign.

29—number of elements contained in the Standard Advertising Invoice developed by the International Newspaper Financial Executives.

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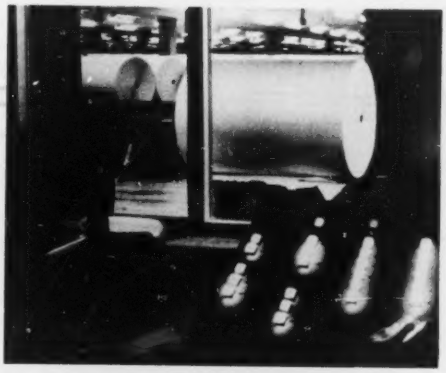

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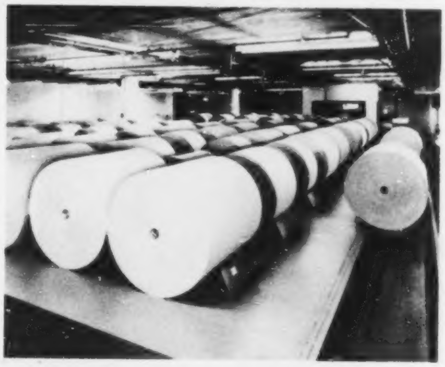

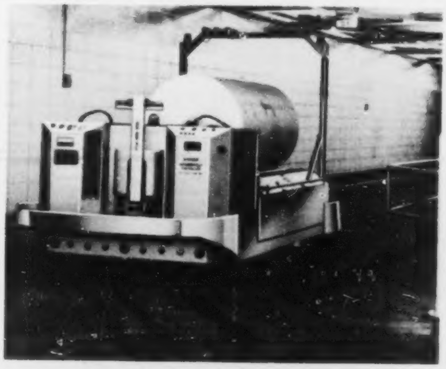

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